**AUGUST 1, 1960** 

# PURCHASING

The Methods and News Magazine for Industrial Buyers

Purchasing Plans For Profit
See page...52

Table of Contents...Page 5
SEVENTY-FIVE CENTS
A CONOVER-MAST PUBLICATION



# How to "finish" before you start

When you start to build your dream house, get ready for a surprise: The "painting" is already done! Now the finish goes on first—before your house is built!

How? Colorful, super-tough finishes for preformed aluminum house exteriors are baked on at the factory. Made with Shell Chemical's ketone solvents, these acrylic lacquers give a durable surface that looks like conventional house paint—but eliminates frequent repainting. And whether on homes, automobiles, or appliances, you'll find these handsome finishes laugh at weather, defy dirt and dents.

Helping to make lacquers that stay whistleclean is another way Shell

Chemical works to brighten your horizon.

## Shell Chemical Company

Chemical Partner of Industry and Agriculture





## You can tell the SKF man by his complete line of bearings!

Bearings, anyone? The BRF man offers the widest range of sizes in ball and roller bearings available. And he uses every means to deliver them on your delivery dates.

Giving you prompt service is easy for him. That's because he's backed by a nation-wide organization that daily produces thousands of bearings—and distributes them everywhere through its own warehouses and those of authorized distributors.

Perhaps the BDSP man should be on his way to see you now? 5933









SKF.

Spherical, Cylindrical, Ball, Treen Tapered and REED Miniature Bearings

REG. U. S. PAT, OFF



#### **B&W** Job-Matched tubing by brand

- B&W helps to train Steel Service Center salesmen and assists them in job-matching tubes to customer applications
- B&W manufactures a wider range of steel tubing than any other source
- All B&W Tubing is produced to rigid quality control standards

And that is why it pays you, the distributor, to stock and sell by brand name

—B&W Job-Matched Tubing. The Babcock & Wilcox Company, Tubular

Products Division, Beaver Falls, Pennsylvania.



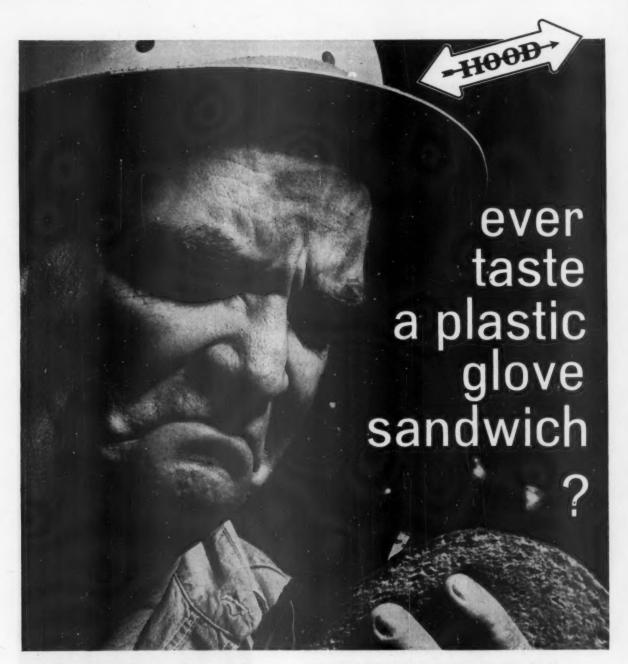


THE BABCOCK & WILCOX COMPANY

TUBULAR PRODUCTS DIVISION

Seamless and welded tubular products, solid extrusions, seamless welding fittings and forged steel flanges—in carbon, alloy and stainless steels and special metals.

For More Information Write No. 155 on Place Mark Card—Page 32



THE odor of most plastic-coated gloves worn by workers stays on the hands and creates a smelly problem at lunch time. But Hood Flexigluv has no obnoxious odor. It gives protection on the job, but doesn't leave hands smelly afterward.

Hood's Koroseal Flexigluv has still other advantages over ordinary plastic-coated gloves. It withstands solvents, light oils, and just about everything else that causes ordinary plastic gloves to fail. It stays flexible at low temperatures. And this glove wears longer, gives greater finger dexterity because the fingers have no seams on the wearing surface. Flexigluv is made with a two-piece jersey shell, comes in knit wrist (K-200), 12" (K-201) and a 14½" (K-202) gauntlet.

Improvements like those made in the Hood Flexigluv can be found in other industrial gloves of the Hood line, which includes latex gloves and gloves coated with neoprene, rubber and Koroseal. For more information, call your Hood distributor, or contact Hood Industrial Gloves, Dept. P, Watertown 72, Massachusetts.

Kornson - T. M. Bag, U.S. Pot. Off

HOOD industrial gloves

# To "ship fastest way" Purchasing Agents specify "Ship Emery Air"

Only Emery offers these extras...at no extra cost:

- Blue Ribbon Service between over 10,000
   U.S. cities.
- Emery uses ALL airlines to give you the best and fastest service from your suppliers' cities. Automatic reserved space aboard KEY flights of ALL airlines.
- Your shipments are controlled every mile of their way by Emery's exclusive teletype protection system.
- Emery's exclusive Air Procurement Service saves expediting time, money and worry. Plus you know in advance when your shipment will arrive and be delivered.
- Guaranteed dollar savings with Emery's NEW LOWER RATES. Emery's Blue Ribbon Service STARTS as low as \$5.00...INCLUDES 24-hour-a-day pickup and delivery.

Why not find out today what Emery can do for you—on inbound or outbound shipments. Call your local Emery man or write us.

> We will be glad to send you—free on request—a useful, full-color 30" x 20" Air Freight Market Map.





EMERY AIR FREIGHT

801 Second Ave., New York 17. "EMERY-Worldwide Blue Ribbon Service"

## PURCHASING

The Methods and News Magazine For Industrial Buyers

**AUGUST 1, 1960** VOLUME 49, No. 3

B. P. MAST Chairman of the Board B. P. MAST. JR. President

RAY RICHARDS Vice President and Publisher

#### Purchasing Previews Straws in the Trade Wind ..... Purchasing Opinion Poll: What Do People Think About Purchasing ...... Special Industry Report: Lead and Zinc ..... Purchasing Pointers ..... Editor al: On Visiting Suppliers ..... 52 60 G'ving Pur hasing the Management Outlook ..... 62 64 Plastic Pipe Withstands Heat, Pressure ..... 68 REGULAR FEATURES In Purchasing ...... 47 Office Equipment and Supplies ..... 84 Information for Your Catalog Files .. 28 Association News .....

#### **Editorial Staff**

Purchasing People ...... 36

F.O.B. ..... 38

Letters to the Editor . . . . . . . . . . . . . . . . . 44

Products and Ideas ...... 68

Stuart F. Heinritz Senior Editor

Paul V. Farrell Editor

#### Dean Ammer **Executive Editor**

Ned Kellogg .......... Managing Editor Harold C. Barnett . . . . . . Features Editor Leonard Sleane .......... News Editor Ted Metaxas ......Midwestern Editor John Van de Water .... Technical Editor

Mary T. Rogan ..... Editorial Assistant A. N. Wecksler . . . . . . Washington Editor Walter E. Willets . . . . . . Consulting Editor A. W. Gray ......Legal Editor L. J. De Rose Editorial Marketing Consultant

#### ART STAFF

E. Carlton Arink ......Art Director Charlette Bank . . . . Associate Art Director

#### PRODUCTION STAFF

L. E. McMahon . . . . . Production Manager Barbara Grant ..... Production Supervisor

News ...... 100

Index to Advertisers ...... 120

Industry .....

CONOVER-MAST PUBLICATIONS, INC.
EDITORIAL AND EXECUTIVE OFFICES
205 East 42nd Street, New York 17,
New York

© 1960 by C.-M Business Publications, InePURCHASING is an independent journal, nothe afficial ergan of any association. Eatablished 1915 as "The Purchasing Agent"
Consolidated with "The Executive Purchaser."
Contents are indexed monthly and annually
by the Engineering Index Service and Business Periodicals Index.
PURCHASING is published every-other-Monday by C.-M Business Publications, Inc.,
aubsidiary of Conover-Mast Publications, Inc.,
subsidiary of Conover-Mast Publications, Inc.,
subsidiary of Conover-Mast Publications, Inc.,
subsidiary of Conover-Mast Publications, Street, New York 17, New York 17, New York 17, New York 17, New York Volume 49,
No. 3. Subscription rates: United States,
Street, New York 17, New York Volume 40,
No. 9 year; single copies 75 cents; eisewhere,
\$20.00 per year; single copies, \$1.00. Secondclass postage paid at Orange, Conn. and
at additional mailing offices.

SUBSCRIPTION CORRESPONDENCE AND CHANGE OF ADDRESS: Write to Circulation Department, PURCHASING Magazine, 205 East 42nd Street, New York 17, N. Y. Please give title and company affiliation in all correspondence. Notify us promptly of any change of address. Be sure to give old as well as new address; include postal zone number, and new company name and title. Enclose address label from a recent issue, if possible. Since mailing labels are addressed in advance, please allow 5 weeks for change to become effective.

never dry, the hose was often run over by heavy lift trucks, gave up in 9 months.

Then the Goodyear Distributor and the G.T.M. (Goodyear Technical Man) proposed a sure-fire solution—Style MHB Fire Hose. Flexible and light, it's synthetic-fiber-reinforced for extra strength, fights off oil, rot, mildew, hard knocks. At last look, it showed no wear after two years of daily service.



Lots of good things come from



sion, Akron 16, Ohio.

THE GREATEST NAME IN RUBBER
For More Information Write No. 157 on Place Mark Card—Page 32

### **Purchasing Previews**

## Straws in the Trade Wind

- ▶ TOP MILITARY SUPPLIERS Leading military supplier last year was General Dynamics Corporation, with \$1.5 billion worth of new orders. Next came Boeing, Lockheed, North American Aviation, and General Electric. Out of the top 100 vendors to the Defense Department, 64 are in the missile, electronics, or aircraft industries.
- ▶ MAIL ORDER PRICES STEADY The nation's big mail order companies are maintaining their price levels in their fall and winter catalogs. Prices range from about the same to around 1% lower in the new Sears, Montgomery Ward, Spiegel, and Alden catalogs.
- NEW SYNTHETIC LATEX—A new chemical process has been developed to make a synthetic rubber latex that can be used as a replacement for natural rubber in foam products. The new process converts standard synthetic latex—with a relatively low rubber content—to the high solids latex needed in foam making. A price below current natural latex levels has been set for the new material by its developer, U. S. Rubber Co.
- ► CONSTRUCTION MACHINERY SALES OFF—Sales of construction machinery and equipment will decline this year, reports the

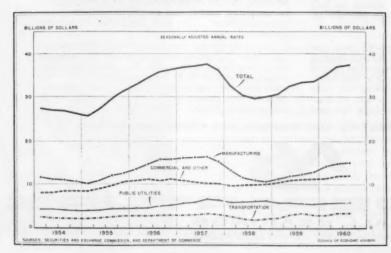
#### For the P.A.'s Hot File . . .

Demand for copper base mill and foundry products may decline as much as 5% in 1960, says the Department of Commerce. However, it hedges this forecast by saying that the picture could change considerably if P.A.'s decide to replenish the inventories they have been living off for the past few months. Forecast for copper base powder is more optimistic as the Commerce Dept. predicts sales may be up as much as 15%.

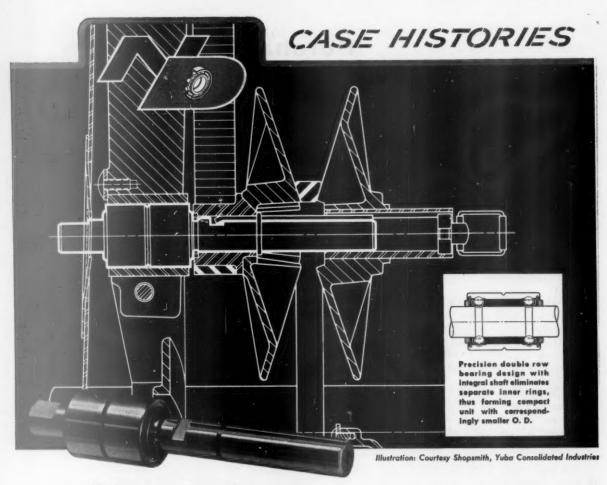
Business and Defense Services Administration. Predicted volume of shipments is \$1.7 billion—compared with \$1.8 billion last year and \$2.4 billion in the record year of 1956. However, imports of construction equipment are expected to top the \$15 million worth brought into this country in 1959.

► BUSINESS FAILURE VOLUME SETS HIGH—Dollar volume of business failures set a new record in June by rising more than \$53 million over the previous month to a total of

#### Plant and Equipment Spending Rises



Estimates by the Securities and Exchange Commission and the Department of Commerce indicate that plant and equipment spending in the third quarter will rise to \$37.5 billion (seasonally-adjusted annual rate). This would be a \$500 million increase over the second quarter.



## Bearing Solves Home Power Tool Speed Changing Problem!

#### CUSTOMER PROBLEM:

Require low cost, compact idler shaft assembly for speed changer in popular, multi-purpose home power tool. The assembly must mount on ball bearings . . . operate at speeds up to 6000 RPM.

#### SOLUTION:

N/D Sales Engineer, cooperating with customer engineers, recommended a single N/D ball bearing—a compact integral shaft unit designed as part of idler assembly. The unit permits one of two interlocking variable pitch pulley halves to slide axially on shaft when changing pitch at high speed. This precision, automotive type fan and

water pump bearing eliminates extra parts inventory and shaft machining . . . reduces assembly time. In addition to solving complex design problem, N/D's compact heavy-duty ball bearing is integrally sealed for protection against saw-generated dust . . . and lubricated-for-life for added end user sales appeal!

If you're designing new equipment, why not call your New Departure Sales Engineer. He probably can help engineer your application with a standard, volume-produced N/D ball bearing that will help solve your bearing problem. For more information contact New Departure Division, General Motors Corporation, Bristol, Connecticut.

Replacement ball bearings available through United Motors System and its Authorized Bearing Distributors.



NEW DEPARTURE

proved reliability you can build around

For More Information Write No. 158 on Place Mark Card-Page 32

#### Straws in the Trade Wind

\$126.5 million. The previous high of \$96.8 million was notched in the depression-ridden month of January 1932. Among the reasons for the high liability figure, says Dun & Bradstreet, are the effects of markedly strong competition on weaker firms and a recent slow-down in collections.

- ► STEEL EXPORTS INCREASING U.S. steel exports are running well ahead of last year. In May, exports reached the highest level since January 1958, and it's expected that total steel exports for the year will be around three million tons—1.3 million tons more than last year and the highest since 1957.
- ► SMALL BUSINESS AWARDS UP Seventy-one percent of the dollar volume of awards issued by the Military Clothing and Textile Supply Agency in fiscal '60 went to small business firms. This came to a total of \$97 million.
- ► STUDY DEPRECIATION The Treasury Department has begun a depreciation study among thousands of business firms. Questionnaires have been sent to companies to get information about their methods for depreciating property and to solicit suggestions for improvements.

ing tax depreciation rules. While no new legislation is planned, the Internal Revenue Service is considering ideas for changes in write-off procedures. For if the IRS finds that liberalized depreciation rules would have the effect of increasing capital investment spending, there's a chance that different interpretations of current regulations might be put into effect.

- PHITTING THE TARGET—Last December, Republic Aviation Corporation set a cost reduction target of 30% in the construction of the Air Force F-105D airplane (see PURCHASING Magazine, Jan. 18, 1960, p. 86). The results are now in and show that the goal was reached. The company saved \$47 million in the last 18 months—a 32% cost reduction achieved with the aid of 831 subcontractors.
- ► GOVERNMENT PROCUREMENT A charge has been made by Senator Paul H. Douglas (D-Ill.) that federal procurement officials are improperly disposing of \$10 billion to \$12 billion worth of surplus supplies each year. He says that the material is either being given away or being sold at 2 cents on the dollar. The Senator reiterated the remarks of former President Calvin Coolidge when he said that government buyers should "Use it up, wear it out, and make it do."

QUOTE!.....

Mark W. Cresap, Jr., president of Westinghouse Electric Corporation, has called for a change in the tax laws to encourage industry to provide greater support for basic research. "The nation will win the future which advances fastest and farthest in science and in the technological products of science," Mr. Cresap says. He adds that "the federal government must give industry a reason—an incentive—to increase progressively its support of basic research." Among the incentives he suggests are faster write-offs for new research facilities, outright tax credits for research contributions, and income tax write-offs for expenditures on scientific research facilities. He also says that "there are many areas in industry where tax incentives are needed and where it would be in the public interest to grant them."

Mark W. Cresap, Jr.

## Look what paper is doing now:

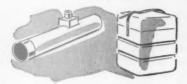
- \* Now: Metallized Glassine
- \* Tough plastic for missiles
- \* Next year's love story

\* Metallized glassine is here... shiny, strong. Ideal for attractive, low-cost packaging of ice cream sticks, candy ... and what is your



product? Base is a special Riegel glassine, made for converters who do the metallizing. We'll gladly tell you where you can get it.

\* Impact resistance in light plastic parts comes from fiberglass reinforcement made on a paper machine. Impregnated with resins, the ready-to-mold Riegel "Glascel" has



superior uniformity. Unusual use is: lens assembly housing in guided missile, where light weight and high impact strength are important. Dollar-minded designers will find tooling costs lower when they use Glascel.

\* Paper made of synthetic fibers
...a sheet endowed with excellent
uniformity, stability, and chemical
resistance... offers you intriguing
possibilities. Where can you use it?

\* Can we do something unusual for you, too? Write Riegel Paper Corporation, P.O. Box 250, New York 16, New York.



**New Decorative Plastics use** 

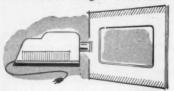
## PAPER MADE OF GLASS

Translucent beauty of versatile new plastics made by Polyplastex United of Union, N. J. comes from a new kind of glass reinforcing material... made on a paper machine. Riegel supplies this new material, Glascel\*, which Polyplastex impregnates with various resins. The result is Parglas\* and Polylux\*, two materials with unlimited design possibilities. \*TM

Riegel Glascel saturating paper has properties, when impregnated, for jobs like tube winding, electrical laminates, printed circuits and other electrical parts. Ask for facts.

- \* Color pix at pop prices
- \* Paper that baffles bacteria
- \* Atomic-age filters

\* Amateur color photographers in the early days found glass slide mounts cost more than the film itself! Then Riegel researchers



stepped in, found a paper to do the job. It's tough, rigid, die-cuts cleanly, but the big secret is its heatseal resin coating. Seals quickly at low temperatures.

\* To keep surgical instruments sterile, many are now sealed in a special blue-white Riegel glassine.



Light and transparent . . . an excellent barrier against bacteria and moisture vapor. Typical example: latex catheters, sterilized in autoclaves after they're sealed in Riegel's Sterilizing Glassine.

\* Grinding wear of dirt in engines ... radio-active particles escaping into air ... all spell death to atomicage machines ... and men. Riegel makes technical papers for "absolute filters" in atomics, oil filters, air cleaners, gas masks, vacuum cleaner bags. Ideas for you?

\* Have you a problem that may be solved by a better paper? Just write to Riegel Paper Corporation, P. O. Box 250, New York 16, N. Y.

Now...what can we do for you!

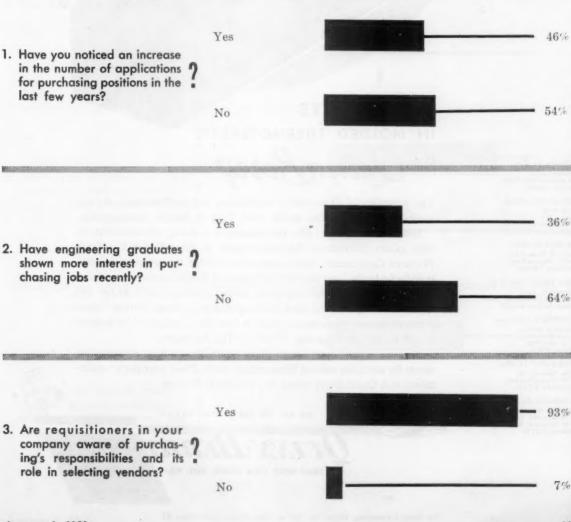
Riegel

TECHNICAL PAPERS FOR INDUSTRY

## PURCHASING OPINION

# What Do People Think About Purchasing?

The attitudes about purchasing held by recent college graduates, requisitioners, vendors, the press, and the general public are important in determining purchasing's status. To find out what P.A.'s feel about the way others view purchasing, we surveyed a representative group of our readers. Their combined answers follow:



## Kodak

CHELSE A 50, Mass. Joseph Leader 68 Marlborough Street Turner 4-3484 CHICAGO 45, Illinois

DETROIT 35, MICH.

Harry R. Brethen Co. 16577 Meyers Road Diamond 1-3454

EAST ROCHESTER, N. Y. Dynatherm, Inc. 607 West Commercial Street Phone: Ludlow 6-0082

KNOXVILLE, Tennessee

MILWAUKEE 13, Wis.

John Welland, Jr. 7105 Grand Parkway Greenfield 6-7161

ARDMORE, Pa. Austin L. Wright Co. P. O. Box 561 1 W. Lancaster Ave. Midway 2-5113

Harold J. Melloy 2100 Ailor Ave. P. O. Box 3207 Phone: 2-5911

R. H. Frish Room 211 6349 N. Western Ave. Ambassador 2-6005

CAVALCADE PRO

FINEST OF THE AUTOMATICS!



IN MOLDED THERMOPLASTIC

by-Quinn Berry

The versatility of Quinn-Berry engineering and craftsmanship demonstrates itself again in this Kodak Slide Tray of molded thermoplastics.

Dimensional stability plus the meeting of exacting tolerances for the slide guides characterize the requirements of these Kodak Cavalcade Projector Components. Slides must move through the projector smoothly and noiselessly—any possibility of chatter or jumpiness must be avoided.

Careful choice of thermoplastics, skilled precision mold design and dependable, experienced press room operation . . . these are the "ingredients of success" in producing parts to meet the demands of the popular Kodak Cavalcade Projector, "Finest of The Automatics".

You can depend upon Quinn-Berry capabilities to meet your requirements for precision molded thermoplastic parts. Place your parts requirements with Quinn-Berry where the Unusual is Routine.

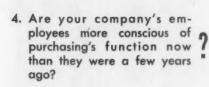
WE FLY TO SERVE YOU FASTER!



2609 WEST 12TH STREET, ERIE, PA.

For More Information Write No. 160 on Place Mark Card-Page 32

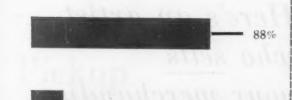
#### **Purchasing Opinion**

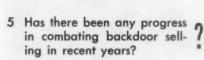




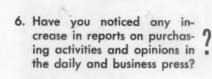
No

Yes

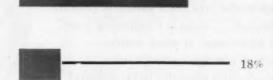


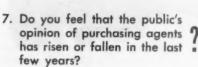






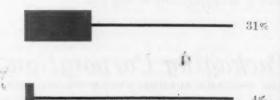








Risen



65%

Planned Packaging moves merchandise

## Here's an artist who <u>sells</u> your merchandise

This man and many others like him on Packaging Corporation of America's technical staff devote themselves to selling your products. Cooperating with product development and production engineers engaged in constant improvements of packaging materials and methods of all types, they form a creative team. Under their skilled hands the container or carton is transformed into a colorful, appealing creation that works for you in transit, promotes its contents from shelves and counters, invites buyers to reach for it. Experimenting with color arrangements, with special inks and a variety of printing processes . . . theirs is a continuing quest for all the ways in which artful package exteriors can sell harder. Bringing this ingenuity to the design of your packaging is but one of countless ways in which Packaging Corporation of America's concept of Planned Packaging, implemented through integrated national facilities, produces better packaging . . . more sales. Whether your requirements are large or small, regional or national, we welcome the opportunity to help you.



## Packaging Corporation of America

Cartons · Containers · Displays · Egg Packaging Products · Molded Pulp Products · Paperboards

## Special Industry Report:



Pickup
Expected Soon
In Lead-Zinc
Orders

Photo courtesy American Smelting and Refining Company

THE REST of 1960 looms as a test period for lead and zinc. The next five months will answer these questions for the industry: Will sales perk up enough to be more or less in line with the optimistic forecasts made at the start of the year? Further, will Free World lead-zinc consumption match production as it did in 1959 (for the first time in many years)? Finally, will a Congress, infected with the generosity peculiar to election years, pass the industry-oriented lead-zinc bills that will be up for consideration when it reconvenes in August?

It's doubtful if lead-zinc sales could get much worse unless the economy goes into a recession. For the first half of the year U.S. shipments of slab zinc totaled 439,985 tons, hitting the low point of the year in June. In the first six months of last year shipments stood at 477,850 tons.

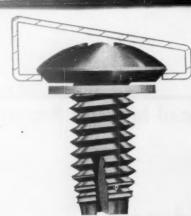
The drop below last year's levels came in the second quarter. One explanation is that 1959's second quarter sales soared as major customers like galvanized sheet makers tried to get out as much production as possible before the steel strike hit, and other principal users, such as car builders, rushed to lay in inventory as a hedge against a strike in zinc.

Nevertheless, 1960 zinc sales have still been far lower than anticipated. It would take some going for early forecasts of a 10 to 15 percent sales gain over last year to come about. However, even though not much business is expected until early September, and though the industry is now 38,000 tons behind last year, the fourth quarter could be good enough to pull sales up over last year, say by 2-4 percent.

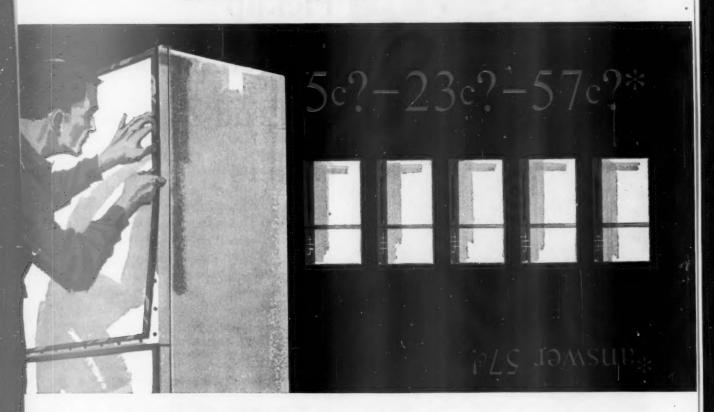
The reason is twofold: First,

all indicators point to the fourth quarter as the best business period of 1960. (During the same period last year the steel strike had shut off demand from zinc's largest customers). Second, the zinc industry is still suffering from the large user inventories laid up last year. Industry people are convinced consumption has been ahead of shipments all year. It's their hope that by the fourth quarter a good many of these customers will have to come back into the market.

Lead has been pretty much a victim of the same economic conditions as zinc. Result: Refined lead (primary and secondary) deliveries through the first five months totaled 242,791 tons, compared with 300,158 tons in the like period of 1959. Anticipated: Deliveries will begin to pick up in September and hold fairly well through the year. It's



how much did Philco save per unit with this Shakeproof idea?



Ideas like this are important to you whether you make refrigerators or not. This one is typical of Shakeproof ingenuity in research and development that daily creates new ideas for industry...ideas to improve product performance, to speed assembly operations, to lower total costs. It represents the kind of creative engineering characteristic of Shakeproof designers and engineers who are available to visit your plant, to study your assembly methods and problems and to design ingenious new fastenings for your specific application.

The idea that is saving money for Philco is the Shakeproof® Trim Mounting Thread-Cutting Sems designed so that decorative molding strips can be snapped into place over the fastener. This eliminates a previous three-part fastening operation and the related disadvantages of locating and holding the bolt while the nut is applied from the opposite side. Shakeproof's Trim Mounting Sems cuts its own thread and eliminates the need for a sealant, too, as the nylon washer is drawn down tightly to serve as an effective sealer.



WRITE FOR THIS FREE BOOKLET

It gives examples of Shakeproof fastening ideas, how they are being used by leading manufacturers in every industry, and how Shakeproof fashing ideas can work for your



## SHAKEPROOF

"FASTENING HEADQUARTERS"®
DIVISION OF ILLINOIS TOOL WORKS

St. Charles Road, Elgin, Illinois In Canada: Shakeproof/Fastex

Division of Canada Illinois Tools Limited, 67 Scarsdale Road, Don Mills, Ontario

OOK TO SHAKEPROOF - THE LEADER IN FASTENING

#### **Special Industry Report:**

unlikely they'll match last year's figure of 638,526 tons. More likely: A modest drop, say 2 percent. Consumption will be a little better. It should end up the year just about on a par with 1959.

In 1959, for the first time in many years, lead and zinc got out from under the cloud of over-production. In fact, the big news in lead and zinc last year was that Free World production and use were nearly in balance.

What happens this year will depend on the industry's ability to move to meet changing economic conditions. Producers' stocks are on the rise. In the U.S. alone, this year, they've climbed from 144,471 tons to 187,686 tons for zinc (through June), and from 165,859 tons to 183,634 tons for lead (through May).

Probable: While supplies of both metals will be more than adequate, Free World producers aren't likely to let output get too far out of line with demand.

Just before Congress adjourned for the nominating conventions, the proponents of aid to the lead-zinc industry seemed closer to victory than at any time in recent history. On tap to greet legislators when they reconvene are these two measures:

• A House-passed bill, sponsored by Rep. Ed Edmondson (D., Okla.) that would pay small mine owners the difference between the going market price and a guaranteed price of 17 cents a pound for lead and 14.5 cents for zinc, on quantities up to 2000 tons of each metal annually. Projected cost: Around \$5 million a year.

• A rather involved tariff measure sponsored by Sen. Robert S. Kerr (D., Okla.) that would hike the base duties on ores, concentrates and metal, and would add an additional tax when domestic prices fall below a predetermined level. The Kerr measure is a tack-on amendment to a revenue bill for the Virgin Islands. Significance: Congress won't vote on the lead-zinc amendment separately but on the bill as a whole.

The question: Will Congress pass either or both? The answer: Most observers believe both bills stand a pretty fair chance. Senate majority leader, Lyndon Johnson (D., Tex.), reportedly will give his blessing to both measures.

That would leave it up to Ike. Odds are the Edmondson Bill could squeeze by without a Presidential veto. To veto the Kerr measure, Ike would have to kill the entire Virgin Islands bill. Measured against this consideration is the Administration's well-known objections to higher tariffs, particularly at a time when the U.S. is embarking on an accelerated Latin-American aid program.

One thing P.A.'s can chalk up

as sure: If higher tariffs do go into effect the controversial system of quotas, which limits the tonnages of lead and zinc that can be imported annually, will come off.

Odds are good you won't see a price increase in lead or zinc over the remainder of the year. And if business picks up as expected, prices won't fall either.

In early July, zinc producers cut premiums on Special High Grade and High Grade by 0.25 and 0.15 cents a pound respectively. The new quotations, which were retroactive to orders shipped on or after July 1, put the Special High Grade price at 14.5 cents a pound and the high Grade Price at 14.35 cents.

Even if higher tariffs should give the industry a shot in the arm, it's not likely that the current base zinc price of 13 cents a pound would be increased much. Producers want to step up usage, and they know they won't do it by bumping prices. However, with lead, most producers feel the current 12 cents a pound is too low. They would like to see it raise by two to three cents a pound as soon as economic conditions permit.

For its long term health, the lead-zinc industry is banking on a host of new and expanded uses. The most significant new market for zinc is galvanized steel sheets for auto body construction. Potential: Zinc men-perhaps too hopefully- think it might reach 400-500 pounds of galvanized sheet per car body. In addition, zinc people report that right over the horizon might be such advances as: New and better ways to weld galvanized steel, powder metallurgy zine wrought products.

In lead, researchers and market people are working on: Leaded steels to compete with tinplate, lead products for sound and vibration control, continuous extrusion of cable sheathing.

#### U.S. Lead-Zinc Production to Rise in '60

(all figures in tons)

Slab	Zinc	Refined Lead*		
1956	1,035,311	609,845		
1957	959,563	600,849		
1958	805,325	520,193		
1959	893,838	378,354		
1960	970,000**	400,000**		

\*Includes both primary and secondary refined metal production.

\*\*Estimated

Call your National Applications Engineer for

engineering help fast delivery uniform quality special compounds

National's District Field Offices give you fast service on O-Ring engineering problems and 0-Ring procurement. You talk with seasoned field engineers equipped with the latest O-Ring information and backed up by the plants of one of America's largest sealing products manufacturers. National O-Rings are precision-made, uniform in quality, specified and used by leading equipment manufacturers across America.

#### NATIONAL SEAL

Division, Federal-Mogul-Bower Bearings, Inc. General Offices: Redwood City, California Plants: Van Wert, Ohio; Redwood City and Downey, California



#### CALL YOUR NATIONAL FIELD ENGINEER

CALL YOUR NATIONAL FIELD ENGINEER
Atlanta 8, Georgia: George W. Smith Company, 394 Williams St., N.W., JAckson 3-7140; Chicage (Franklin Park) Illineis: 10013 West Grand Ave., Gladstone 5-4420; Cieveland 18, Ohie: 210 Heights Rockefeller Bidg., 3091 Mayfield Road at Lee, YEllowstone 2-2720; Dalias 19, Texass Benson Engineering Company, 2514 West Mockingbird Lane, Fleetwood 2-7541; Detreit 27, Michigan: 13383 Puritan Avenue, YErmont 6-1909; Indianagelis 5, Indianas: 2802 N. Delaware St., WAINUT 3-1535; Kansas City (Prairie Village) Kansas: Benson Engineering Co., 2902 West 72nd Terrace, ENdicott 2-2843; Les Angeles (Dewney) Califernia: 11634 Patton Road, Topaz 2-8163; Milwaukee 4, Wisconsin: 647 W. Virginia Street, BRoadway 1-3234; Red Bank, New Jersey: 16 Spring Street, Shadyside 7-3242; Wichita, Kansas: Benson Engineering Company, 519 So. Broadway, AMhurst 2-6971

## the SAGINAW b/b SCREW helps

## Double Ditch Witch Sales in One Year!

"We've replaced an acme screw with a Saginaw Ball Bearing Screw to enable the digging boom of our Ditch Witch Trench Digging machine to be raised and lowered three times faster. It makes the operator's job twice as easy. And the Saginaw Screw saves us money both in first cost and greatly reduced maintenance. Since using the Saginaw Screw we've actually had to DOUBLE plant capacity to keep up with a two-fold increase in sales this year, and handle an expected increase of the same size next year!" says Howard Worthington, Sales Manager, Charles Machine Works, Inc., Perry, Oklahoma.

No wonder the Saginaw Screw adds a heap of extra Sales Appeal to the Ditch Witch! The Saginaw Ball Bearing Screw converts rotary motion into linear motion with over 90% efficiency. You, too, can save time, power, weight, space and cost by switching from outdated actuators to these versatile, always reliable Saginaw Screws.

Perhaps the Saginaw Screw can give your products that greater Sales Appeal you're looking for. Interested in details? Write or telephone Saginaw Steering Gear Division, General Motors Corporation, Saginaw, Michigan—world's largest producers of b/b screws and splines.

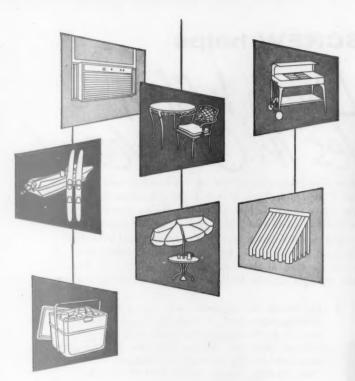
The Saginaw b/b Screw adjusts digging depth of the Ditch Witch Trencher three times faster and twice as easily.

Give your products NEW SALES APPEAL... switch to the

aginaw

WORLD'S MOST EFFICIENT ACTUATION DEVICE

Baring Crew



# THIS SUMMER PLAY IT COOL... WITH OLIN ALUMINUM

Why get hot and bothered over supply problems? Whenever you need aluminum, take a tip from leading consumer products makers—call Olin Aluminum. Then relax. The alloys, tempers and finishes you need...in the forms and quantities you want... are as good as in your plant when you need them.

Same holds good for servicing.

Need design assistance? Got a tricky die problem? Want the latest word on finishing techniques? Even if it's 110° in the shade, our man will be there in a jiffy. Olin Aluminum. Sheet, extrusions, casting alloys, rod & bar. Sales offices and distributors everywhere.





## **Washington Report**

### **Business Faces FTC Crackdown**

THE FEDERAL Trade Commission has been prodded out of the doldrums and has stepped up its activities in regulating business practices and policing the morals of the business community. The recent report of the Commission's activity in fiscal 1960 shows that the agency brought 157 complaints against monopolistic practices—compared to the same number of complaints in the entire five-year period from 1948 through 1952.

While the work of the Commission has always been important to the purchasing agent, especially in its jurisdiction over illegal price discrimination, public attention was recently drawn to the agency through its vigorous actions against record-making companies involved in the "payola" disclosures.

What happened in the payola scandals was fairly indicative of what has happened in the FTC's other activities. The Commission had received a complaint of payola involving a record company, but by the time the complaint had been investigated the company had gone out of business.

Then came the revelations by the House Subcommittee on Legislative Oversight, chairmanned by Congressman Oren Harris (DArk.). When the scandals were uncovered, two government agencies had a degree of jurisdiction—the Federal Communications Commission and the Federal Trade Commission.

The FCC had some question about its area of responsibility, but the FTC plunged into the issue as involving "unfair competition." Within weeks the staid FTC became the hub of national attention.

Behind this plunge into the limelight was a dramatic change in approach and personnel in the Commission. Earl W. Kinter, chairman of the FTC (although still unconfirmed for that post by the Senate) has brought to the

forefront of policy-making and administration a cadre of young unknowns who are sharp, able, and ambitious.

Kinter himself is 47, and is directly assisted by Edwin S. Rockefeller, who is 32. As assistant director of the Bureau of Litigation for Antimonopoly, he brought in William R. Tincher, who is 33. Alan Buxton Hobbes was made assistant general counsel for appeals at 42. Raymond Hays, 36, was named legal adv ser for antimonopoly, and Basil Mezines, 36, was named to the newly-created job of associate executive director from the relatively unimportant post of project attorney.

In addition to a young top-level administrative staff, Kintner has scouting law schools to bring "honor" graduates to the staff of the FTC. Law school seniors and recent graduates who stand in the top 10% of their class are being appointed to the FTC as law clerk trainees prior to admission

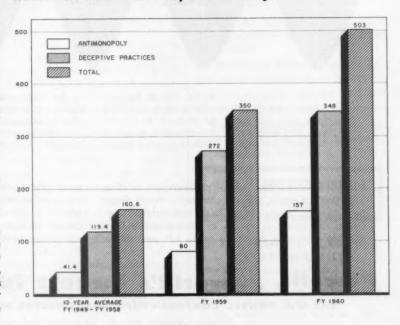
to the bar—and are promoted to attorneys when admitted. Since the first of the year, 13 honors graduates and 10 trainees have been added to the FTC staff.

The purpose of injecting youth into the FTC roster is not to assemble a group of eager assistant district attorney-types anxious to build up a record of convictions. While the younger men have gone in vigorously for enforcement, they have, at the same time, sought to work out a basis of communication with the business community, so that adherence to the law can be achieved without prosecution.

One such effort has been the publication of the recent "Guides for Advertising Allowances and Other Merchandising Payments and Services."

The concept which had until recently dominated the FTC is this: the laws which they administer are too involved to permit simple explanation of their purpose and their effect. The previous approach had been that the implications of the law could only be revealed through judicial procedure and court decision. With the publication of guides to businessmen, the approach is changed to the degree that a simple explanation is offered about what is proper under the law.

#### Number of Cases Handled by FTC Is Rising



## Performance makes the world of difference



Fig. 1503 — Steel Gate for 150 pounds W.P. Outside screw rising stem and yoke. Solid wedge disc. Screwed-in seat rings. Fig. 560 — Bronze Regrinding Horizontal Swing Check Valve for 200 W.S.P. All parts are renewable. Can be used in horizontal or vertical position. Fig. 2600 — Bronze "WS" Full Flow Globe Valve for 150 W.S.P. Union bonnet. Screwed ends only. Hardened stainless steel renewable disc and seat ring. Fig. 3058 — Carbon Steel Screwed-End Lubricated Plug Valve. ASA 300 pounds. Screwed gland type. Wrench operated.

For all industrial flow control requirements—handling water, oil, gas, steam, air, corrosive fluids—Powell makes the right valve, in the right size, of the right metal or alloy. Orders for regular valves can be filled promptly from our large factory or distributor stocks . . . no need for

costly plant shutdowns or other operational delays. So for quick action, contact your nearby Powell Valve distributor or call us direct. And if you have a special flow control problem, our engineers will gladly help you solve it to your complete satisfaction!

## Powell . . . world's largest family of valves

THE WM. POWELL COMPANY . DEPENDABLE VALVES SINCE 1846 . CINCINNATI 22, OHIO

For More Information Write No. 165 on Place Mark Card-Page 32

### **Washington Report**

For the Commission to do its job properly and for business to stay out of legal trouble requires that every effort be made to give individual businessmen a better understanding of the law. This, of course, does not mean that a businessman must become a legal expert. But it will help him— and the Commission's law enforcement efforts—if he has a good general knowledge of what he can and cannot do in the field of promotional allowances.

The question of advertising allowances has largely come up in the food industry. The excuse for the practice of special price concessions in this industry is that it seems to be widespread in the trade—that everybody does it to some extent.

FTC has countered with the position that because a practice is general in an industry does not make it legal. The Commission's answer will be not to excuse a practice because it is widespread, but to "clean out the whole industry."

The cleaning process now in progress includes a technique which has been available to the FTC since 1914, but which has only been put to active use recently. The FTC, under Section 6 of the Federal Trade Commission Act, has been empowered to subpoena company data.

This technique of requiring a company to reveal the details of its business practices will be applied to other industries when such an approach is considered warranted.

The guides that have been issued all refer to the laws governing "deceptive practices." In addition to the one covering advertising allowances, guides have been issued on deceptive pricing, use of guarantees, bait advertising, cigarette advertising, and tires. Copies of all these guides may be obtained on request to the Federal Trade Commission, Washington 25, D. C.

There is considerable controversy within the Federal Trade Commission as to whether "guides" will be issued on what business can and cannot do under other facets of the Commission's jurisdiction.

Such guides would be of paramount interest to purchasing agents if they covered such issues as "discriminatory pricing." Under Section 2 "A" and "F" of the Clayton Act, as amended by the Robinson-Patman Act, it is illegal to discriminate in price between different purchasers of commodities of like grade and quality. There are exceptions to this Act, but if the effect of price discrimination is "substantially to lessen competition or tend to create a monopoly in any line of commerce, or to injure, destroy, or prevent competition with any person who either grants or knowingly receives the benefits of such discrimination, or with customers of either of them," it is illegal.

This is rigid enough to permit little interpretation. But the law goes on to provide an exception for allowances for differences in cost of manufacture, sale, or delivery resulting from the methods or quantities in which the commod ties are sold or delivered. The law also excepts sales caused by market conditions, obsolescense of seasonal goods, and distress sales under court process. And a further exception that has led to much legal controversey permits a defense to a charge of discrimination in regard to sales "made in good faith to meet an equally low price of a competitor, or the services or facilities furnished by a competitor."

What is the significance of the increase in volume of actions taken by the FTC? Is there a greater tendency on the part of the business community to violate the antimonopoly laws?

The FTC answer to these questions is that while business is not more prone to violate the law, the Commission is becoming more effective in seeking compliance. Commission spokesmen claim that the business community's reaction is favorable.

—A. N. Wecksler



"I'm only one in over 5,000"

"They tell me there are over 5,000 GC Recording Chart users. Based on my experience, it's easy to see why the number is growing steadily."

Here are the reasons:

- 1. The quality of GC Recording Charts is insured by the technical skills and specialized facilities of the world's largest chart producers.
- 2. Costs are lower because of these same skills and large-scale production. Prices can be cut still further by placing a long-term order at quantity discounts and letting GC take care of automatic deliveries as you need them.
- 3. You save time and clerical work by ordering all your charts from one source.
- 4. Service is fastest because GC maintains an inventory of over 8 million circular charts and 100 thousand strip charts.

You'll appreciate all these reasons more if you write today for stock list and samples.



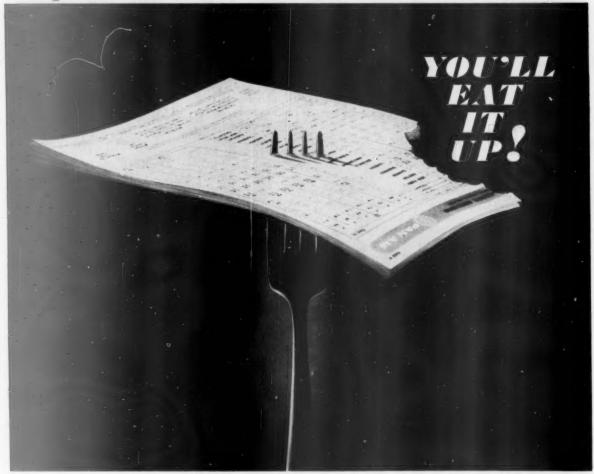
DISTRIBUTED BY:

## TECHNICAL SALES CORPORATION

189 Van Rensselaer St., Buffalo 10, N. Y.
A SUBSIDIARY OF:

GRAPHIC CONTROLS CORPORATION
Buffalo 10, New York

For More Information Write No. 166 on Place Mark Card—Page 32 Power-packed Pan Am Cargo schedule gives you more speed, more flights, more door-to-door service than any other overseas air cargo carrier... and at new low rates, too



Get a taste of this service. You'll like it! For time is just one thing you save when you order shipments by Pan Am Clipper.\*

You save paper work, red tape, expensive crating charges, warehousing charges, inventory costs. And as for price—in addition to Pan Am's traditionally low rates to Latin America, transatlantic rates have just been cut up to 45%, transpacific rates were recently cut as much as 53%. Today in more and more cases it costs less to ship by Pan Am than the total for surface transportation.

No wonder more American companies now look to Pan Am as their regular means of overseas supply. Pan Am offers more: MORE PLANES (including more Jets) • MORE SPACE (new DC-7F's carry up

to 15 tons of cargo) • MORE SPEED. • MORE FLIGHTS
• MORE ARRIVAL AND DEPARTURE POINTS

IN THE U.S. • MORE SERVICE.

Your company deserves these advantages on both inbound and outbound shipments. Call your cargo agent, freight forwarder or Pan Am office. Get your product aboard today—abroad tomorrow!

via the WORLD'S MOST EXPERIENCED AIRLINE



\*Trade Mark, Rog. U. S. Pat. Off

## **Purchasing Follow-up**

#### Freight Forwarders Form New Association

A new association of freight forwarders—the National Freight Forwarder Association—has been formed for the purpose of:

(1) Providing a meeting ground where independent shippers, shipper groups, and freight forwarders can discuss mutual problems.

(2) Studying ways to cut transportation costs by improving operating methods and simplifying procedures.

(3) Investigating the problems of freight forwarders in relation to competition with unregulated carriers

(4) Working with agencies of the federal government to promote a more stable economic transportation system.

Officers of the association are: Jerry Chambers, Clipper Carloading Co., president; R. C. Harmonson, Superior Fast Freight, vice-president; W. F. Snodgrass, Texas Shippers Association, vice-president; Frank Lucas, Pacific and Atlantic Shippers, treasurer; and Leonard Stelzer, Clipper Carloading Co., secretary.

Headquarters of the FFA are at 323 West Polk St., Chicago 7, Ill.

#### Steel Producer Introduces Stainless Marketing Plan

A new marketing concept for stainless steel, based on a program of sales support for steel service centers throughout the country, was announced today by the stainless and strip division of Jones & Laughlin Steel Corporation.

Utility

J & L is throwing its marketing resources behind steel service centers, over 100 of which are participating in the program.

Highlights of the program, called "Project 60", include:

 A \$500,000 advertising campaign in leading business trade publications;

- Use of Western Union Operator 25 service for the first time with a strictly industrial product, to channel advertising inquiries directly to steel service centers;
- A \$1 million expansion program providing additional production facilities and storage space, to insure prompt deliveries to steel service centers:
- Ready-made direct mail programs to be provided with imprints of the steel service center only;

 Technical literature for mass distribution to customers and prospects of distributors;

 A bi-monthly publication, "J&L Explorer", giving editorial treatment to new and unusual applications of stainless steel; (Turn Page)

#### Major Labor Contract Expirations

#### September

	September	
Industry	Company	Union
Aircraft Mfg. Airlines " " Canning Communications Electrical Mfg. " " Machinery Office Machinery Paper Rubber Shipbuilding Textiles	McDonnell American Eastern United Capital Continental Can New England T&T General Electric Federal Telephone & Radio P. R. Mallory Sylvania American Machine & Metals Cutler-Hammer Monroe Calculating Crown Zellerbach Armstrong Cork Newport News Continental-Diamond Fibre	IAM TWU IAM IAM IAM Ind. UE & IUE IUE IUE IAM IAM IAM IAM IAM IAM IAM IAM IUE Pressmen URW Ind. UTWU
	October	
Industry	Company	Union
Aircraft Mfg. Airlines	Boeing Temco Trans World Braniff	Ind. UAW IAM IAM
Buslines Chemical	Eastern Greyhound American Cyanamid DuPont	Ind. UMW Ind.
Communications Electrical Mfg.	AT&T (Long Lines) Westinghouse Emerson Electric	CWA IUE IUE
Gas Glass	Boston Gas Libbey-Owens-Ford	UMW Glass & Ceramic

November				
Industry	Company	Union		
Airlines Ceramic Machinery	Continental U. S. Potters Fairbanks Morse Fairchild Camera & Instruments Line Material	UAW Potters UE IAM UAW		
Oil Rubber Shoe Mfg.	Shell Boston Woven Hose & Rubber Florsheim	Ind. URW Shoeworkers		

Atlantic City Electric Florida Power

## Which of these 3 products and services can you use



#### TECHNICAL BULLETINS DESCRIBING H202

We got 'em-You can have 'em -They're FREE!

Years of experience in working with Hydrogen Peroxide have produced a wealth of information on this valuable compound, its properties, and reactions. Much of this information is available virtually exclusively from Becco. We've compiled a number of Technical Bulletins, which are yours free on request. Simply decide which ones you want, and mail the coupon below.

- No. 2-Hydrogen Peroxide (general information)
- No. 41 Becco H<sub>2</sub>O<sub>2</sub> 35% HP (high purity)
- No. 42-Becco H<sub>2</sub>O<sub>2</sub> 35% Formula D (for preparing dilute solutions)
- No. 46-Concentrated H2O2 (over 50% concentration)
- No. 70-Becco Hydrogen Peroxide SP"100" (Super Pure, of virtually 100% concentration.)



#### Where can you use these other **Becco PEROXIDES?**

By "other", we mean "Other than Hydrogen Peroxide". Lots of otherwise knowing people labor under the impression that Becco makes only H2O2. Actually, there are quite a few "other" useful peroxides in Becco's catalog, some of which are especially suited to high-temperature oxidation reactions.

Look over the list below. Give you ideas? Remind you of a problem you've got? Either way, a note to Becco will bring you more information. Or, use the handy coupon.

UREA PEROXIDE - for use in hair dveing and cold waving, disinfectants, hypo eliminators, and as a source of water-free H2O2.

**SODIUM CARBONATE PEROXIDE** for compounding detergents and

SODIUM PERBORATE - for use in dyestuff development, detergents, tooth-powders; as a mild bleaching agent and cold wave neutralizer.

CALCIUM PEROXIDE - for dough conditioning and in high-temperature oxidation reactions

MAGNESIUM PEROXIDE - an antifermentative, for compounding antacids and laxatives.

ZINC PEROXIDE -- for use as a disinfectant and deodorant in dusting powders, ointments, etc.



#### Over 100,000,000 pounds of plasticizers have been made with **Becco proved-in-production** epoxidation processes. using Becco H2O2!

Practically everyone who manufactures plasticizers is using a Becco epoxidation technique or a slightly modified version.

Since 1950 Becco has been foremost in research and development of the epoxidation of unsaturated fatty acid esters.

Take advantage of these years of experience. Write immediately, outlining your particular interest, or request a free copy of Becco Bulletin No. 69-"Epoxidation and Hydroxylation with Becco Hydrogen Peroxide and Peracetic Acid". Use the handy coupon below.

## BECCO fmc

BECCO CHEMICAL DIVISION, FMC Station B, Buffalo 7, New York

Dept. PM-M

Please send me the tree Technical Bulletins checked below:

□ #2 □ #41 □ #42 □ #46 □ #70

NAME

STATE ZONE

BECCO fmc

BECCO CHEMICAL DIVISION, FMC Station B, Buffalo 7, New York

Dept. PM-K

Please send me

☐ Becco Bulletin No. 1—"Active Oxygen Chemicals".

☐ Detailed information on \_

**ADDRESS** 

\_STATE

BECCO fmc



BECCO CHEMICAL DIVISION, FMC Station B, Buffalo 7, New York

Dept. PM-N

Gentlemen:

Please send me a free copy of Becco Bulletin No. 69.

NAME

ADDRESS CITY

STATE ZONE\_\_\_

## **Purchasing Follow-up**

- The service of J&L metallurgists for assistance to customers of steel service centers on problems concerned with the metallurgy of stainless steel;
- Additional technical support in the field of advanced metallurgical research by J&L's Graham Laboratories.

#### Bearing Standard Published by ASA

A new Identification Code for Ball and Roller Bearings (B54.1-1960) has been published by the American Standards Association, designed to make inventory control easier.

The code is also being used as the basis for an international standard now being developed by the International Organization for Standardization. If approved by member nations the international code will be identical in all major technical provisions with the American code and will replace the dozen systems currently in use throughout the world.

The new code distinguishes—as far as possible—each bearing on the basis of dimensional and functional interchangeability. It provides a universal language to aid communications between bearing P.A.'s and suppliers.

The code is available at \$4 per copy from the American Standards Association, Dept. PR164, 10 East 40th St., New York 16, N.Y.

#### Schedule Purchasing, Materials Conferences

A series of conferences and workshops on purchasing and materials management has been announced by the Management Institute of the University of Wisconsin Extension.

The series is designed for those directly involved in the management of purchasing departments, as well as others who wish to improve their management skills. For More Information about ad on facing po

For More Information about ad on facing page -Write No. 168 on Place Mark Card—Page 32 AUGUST 1, 1960

Current techniques and developments in both fields will be covered during the sessions in the forthcoming academic year.

Among the purchasing subjects that have been scheduled are "Evaluating Purchasing," "Making 'People' Decisions," "How to Implement a Profit Improvement Program," "Forecasting — The Basis of All Progressive Purchasing," and "Vendor Performance Evaluation."

Complete information on the series is available from William Stilwell, Management Institute, University of Wisconsin, Madison, Wisc.

## **Electronic Producers Cite Trade Barriers**

Domestic manufacturers of electronic products have outlined to Department of Commerce officials the tariffs and other restrictions imposed by foreign countries which stand as barriers to expansion of exports. Last year, these manufacturers had an export volume of about \$400 million.

The major handicaps cited were: high tariffs, licensing requirements, restrictive standards, excess taxation, and, in some instances surcharges that range up to 200% before duties are calculated.

Commerce negotiators will use this information at forthcoming sessions under the General Agreement on Tariffs and Trade (GATT) when mutual tariff concessions are considered. Data about non-tariff barriers are also being assembled for use at intergovernment discussions.

The producers said that restrictions against electronic sales in many Latin American, European, Middle Eastern, and far Eastern countries are worsening. They noted that, in some cases, barriers are set up against American products even though local industry cannot meet the needs of the country. And they called for adjustments of high ocean freight rates on shipments from the U.S.

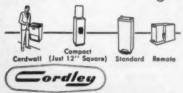


# your best buy from any angle ...CORDLEY

One big reason for this is that every hermetically-sealed Cordley Cooler carries the most extensive 5-year guaranty in the industry. Another is the fact that there's a Cordley Water Cooler for every conceivable drinking water need.

No matter how you look at it, the best criterion by which to judge a water cooler is the manufacturer's long-term reputation for service and satisfaction. Cordley has been the first name in water cooling since 1889... as proved by the fact that more than a million Cordley Coolers have been sold during that time.

Whether it be the new Cordwall (wall hung type), a remote or a standard cooler, your local Cordley representative will be happy to help you select precisely the right cooler for your application from the complete Cordley line. Just drop us a line and we'll send you his name. He'll show you why your best buy from any angle is Cordley.



CORDLEY & HAYES
443 Park Avenue South, New York 16, N.Y.

For More Information Write No. 169 on Place Mark Card—Page 32

## Information For Your Catalog Files

#### BEARINGS

Catalog PT-659 covers cylindrical roller precision thrust bearings. The 28-page publication features engineering data and detailed information on dynamic and static bearing capacities.

Rollway Bearing Company

Write No. 1 on Place Mark Card-Page 32

#### **MOTORS**

LIGHTNING ARRESTERS

ing information.

Bulletin 445 covers a line of small ac special application motors, with 16 horsepower ratings between 1/100 and 1/3 hp. The eight page catalog lists construction features, ratings, and dimensions of 32 specific models.

A four-page two-color brochure describing and

illustrating lightning arresters for the protection

of power circuits of any kva capacity. Includes

text, photographs, drawings, and charts. Features approximate dimensions, characteristics, and pric-

Write No. 7 on Place Mark Card-Page 32

Robbins & Myers, Inc.

H.K. Porter Company, Inc.

Write No. 8 on Place Mark Card-Page 32

#### BRUSHES

A bulletin of information on applications of brushes. Catalog No. 40 features the three basic brush functions of applying, removing, and arranging. Includes illustrations and case histories.

M.W. Jenkins' Sons, Inc.

Write No 2 on Place Mark Card-Page 32

#### CONTACTORS

Bulletin GEA-6621A covers contactors and relays for dc industrial control. The 32-page catalog includes illustrations, schematic diagrams, application data, and specifications.

General Electric Co.

Write No. 3 on Place Mark Card-Page 32

#### **PRESSES**

A 56-page catalog on hydraulically operated presses for punching, shearing, forming, notching, bending, coping, squeezing, and riveting. Describes machines from 5 to 90 tons capacity. Also includes portable models.

W.A. Whitney Mfg. Co.

Write No. 9 on Place Mark Card-Page 32

#### FORK TRUCKS

Bulletin SS-487 covers an 8000-pound capacity battery-powered fork truck. The two-color catalog illustrates the main design features. Describes power supply, speeds, grades, drive motor, controls, steering assembly, and hydraulic system.

Clark Equipment Company

Write No. 4 on Place Mark Card-Page 32

#### **PUMPS**

Bulletin M-60 covers centrifugal pumps with canned stators and flow-through type rotor-impellers. Includes specifications and a schematic diagram.

Corley Co., Inc.

Write No. 10 on Place Mark Card-Page 32

#### HOSE FITTINGS

A 12-page illustrated catalog on hose fittings and hose. The illustrated bulletin contains data on couplings, union swivel adapters, assemblies, stems, and joiners.

Lenz Company

Write No. 5 on Place Mark Card-Page 32

#### SHELVING

Catalog 2400 describes industrial steel shelving. The 36-page bulletin presents typical applications and specifications. Over 130 photographs illustrate the units.

Alan Wood Steel Co.

Write No. 11 on Place Mark Card-Page 32

#### JACKS

Catalog No. 60 covers types and uses of industrial mechanical jacks and pullers. Includes specifications, as well as ordering details for both regular and special equipment.

Templeton, Kenly and Company

Write No. 6 on Place Mark Card-Page 32

#### SPRING STEEL

Catalog No. 579 covers cold rolled high carbon flat spring steel. The 24-page bulletin includes photographs, pictures, and charts.

National-Standard Co.

Write No. 12 on Place Mark Card-Page 32



## END your delivery problems!

Yes, it's as simple as that...and here's why. D-C takes the entire responsibility for delivering your order for parts, materials, or merchandise on time and in good condition. Only D-C can offer one-carrier responsibility coast-to-coast because only D-C goes direct coast-to-coast! One-carrier handling...one-carrier control...plus non-stop, straight-through service all the way on D-C equipment...ends needless trans-loading, cuts 20% off running time...assures on-time delivery every time!

Make D-C your partner in profitable purchasing. Always specify D-C...

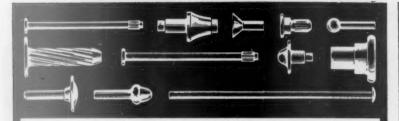
the Dependable Carrier!





DENVER CHICAGO TRUCKING CO., INC.

THE ONLY DIRECT COAST-TO-COAST CARRIER



#### Job-Designed Rivets for Every Industry



Here is a fast, dependable, low cost, quality minded source of supply for JOB-DESIGNED fasteners of all types, in any

metal, to fit your own assembly problem. Assembly costs are a very major part of manufacturing expense. Most of this is labor. The fastening medium itself is usually a minimum item. If a Job-Designed fastener makes assembly simpler and faster, permits the use of fewer fasteners, allows the designer functional freedom and improves product efficiency, yours is a specifying job well done. All these possibilities are available when you come to Hassall for design assistance and quotation on challenging, difficult or unusual rivets, threaded nails, drive screws and other cold headed parts. Short or long runs, pilot quantities, engineering counsel, over 100 years of intimate association with cold heading—and a deep appreciation for the concept of value analysis—all are part of the Hassall service to you.

Send for a copy of our latest catalog.

#### JOHN HASSALL, INC.

MANUFACTURERS SINCE 1850
P. O. Box 2268 • Westbury, Long Island, N.Y.

For More Information Write No. 171 on Place Mark Card-Page 32



## "... our fence definitely discourages pilferage..."

SAYS EAST COAST BOTTLING COMPANY

"When this new soft drink plant went up in the fall of 1959, 700 feet of Anchor Fence were installed at the same time. The architect specified chain link for its durability and maximum protection features. The contractor selected Anchor Fence after competitive pricing. Our Anchor Fence prevents trespassers from short-cutting through the property and definitely discourages pilferage from trucks left in the yard overnight. The aliding gate has proved very valuable in helping us avoid traffic tie-ups."

Call your local Anchor office today for a talk with one of Anchor's trained sales engineers. Write for free catalogue to: ANCHOR FENCE, 6615 Eastern Avenue, Baltimore 24, Maryland.



avoid traffic tie-ups. \*\* Col. \* Sold direct from fectory branches in principal cities.

For More Information Write No. 172 on Place Mark Card—Page 32

#### **Catalog Files**

#### TOOLS

Catalog No. 60 covers a full line of tools. The 68-page, 8½ x 11 bulletin contains full specifications and prices.

Chicago-Latrobe

Write No. 13 on Place Mark Card-Page 32

#### TRANSFORMERS

Bulletin #9-013 illustrates and describes transformers for resistance welders. Includes photographs, characteristics, and ratings.

**Taylor Winfield Corporation** 

Write No. 14 on Place Mark Card—Page 32

#### TUBING TOOLS

Catalog No. 3121 covers a line of tubing tools. The 32-page bulletin shows over 75 different tools for all types of work: cutting, flaring, bending, reaming, swaging, pinch-off, refacing, and sizing. Includes a replacement parts list and federal specifications.

Imperial Brass Mfg. Co.

Write No. 15 on Place Mark Card-Page 32

#### VALVES

A two-color catalog sheet on valves. Covers ½" and ½" pressure reducing and relief valves designed for initial pressures of 4000 psi with water, oil, air, or gas. Includes features, operation, applications, descriptions, and installation.

Atlas Valve Company

Write No. 16 on Place Mark Card-Page 32

#### VARIABLE SPEED DRIVES

A 16-page two-color catalog on variable speed drives for fractional horsepower uses. Diagrams and pictures illustrate typical applications. Operating features and installation suggestions are also included.

Zero-Max Company

Write No. 17 on Place Mark Card-Page 32



"The Gravity Kid" shows how

## CONTOUR-WELDED STAINLESS TUBING DEFIES CORROSIVE ATTACKS

It's smoother inside than any other tubing—welded or seamless—because the patented\* Contour-welding process virtually eliminates the weld bead. And this smoother surface ensures greater resistance to corrosion—simply because there are fewer focal

points for corrosive attack.
You see, in conventionally welded tubing, gravity pulls the molten metal down into the tubing. This forms a bead that is difficult to remove by cold working. And cold working can lead to

undercuts that become focal areas for corrosive attack.
Contour-welded tubing, however, is welded at the bot\*U.S. Patent \$,716,692

tom. Gravity still pulls the molten metal down. But now the weld area corresponds to the contour of the tube. There's virtually no weld bulge on the inside surface. And even on the O.D., the weld seam closely conforms to the tubing contour.

Contour-welded tubing is smoother, too, than seamless. That's because it's formed from uniformly rolled strip steel whereas seamless is extruded from a billet.

But get full details on this corrosion-resistant tubing. Send for our free 48-page manual on Contour-welded tubing in sizes from 1/8" to 40" O.D.—in stainless and high alloy steels, titanium, zirconium, zircalloy and Hastelloy.\*\*

\*\*Trademark Haynes Stellite Co.

## TRENTWELD Stainless and High Alloy Tubing

Trent Tube Company, a Subsidiary of Crucible Steel Company of America. General Offices and Mills: East Troy, Wisc.; Fullerton, Calif.

For More Information Write No. 173 on Place Mark Card—Page 32



## Stanscrew fasteners add to reliability



Speed Queen laundry appliances are built to take a beating. In these automatic washers and dryers, components are necessarily subjected to vibration, heat, moisture, and customer abuse ... must withstand punishment year after year if Speed Queen's outstanding reputation for quality is to be upheld.

For example, consider the socket set screw being inserted on the motor pulley above. Should this loosen, the customer would have to pay for a service call . . . and Speed Queen would have to pay in consumer dissatisfaction. Therefore, to maintain rigid quality standards, Speed Queen has chosen Stanscrew fasteners for this

and other demanding applications.

Despite their high standards of quality. Stanscrew fasteners are economically priced. And they are offered in a comprehensive selection of over 5,500 different types and sizes to meet the overwhelming majority of all fastener requirements. All 5,500 are quickly available through your local Stanscrew distributor.

Call your Stanscrew distributor today. He will arrange a visit from a Stanscrew fastener specialist who can often suggest ways to cut assembly or fastener costs . . . for example by substituting an inexpensive standard fastener for a costly special.



STANDARD SCREW COMPANY

32

CHICAGO | THE CHICAGO SCREW COMPANY, BELLWOOD, ILLINOIS HMS | HARTFORD MACHINE SCREW COMPANY, HARTFORD, CONNECTICUT WESTERN | THE WESTERN AUTOMATIC MACHINE SCREW COMPANY, ELYRIA, OHIO

2701 Washington Boulevard, Bellwood, Illinois

For More Information Write No. 174 on Place Mark Card-Page 32



Stabilizing rocket — delivered by AIR EXPRESS — gets high-temperature environmental test at California laboratory

## Space rocket gets a lift from Air Express

These men aren't on their way to Mars—yet. But the amazing rocket they're perfecting brings that day closer and closer. Right now, they're putting its components through their paces at the North American-Rocketdyne field site in California. The little stabilizing rockets, about to be tested here, have already flown successfully—by AIR EXPRESS . . . the world's fastest, most dependable way to ship. If speed, kid-glove handling and dependable delivery

- all at low cost - are vital to your business, always call AIR EXPRESS. And make sure your products, parts and new models are FIRST TO MARKET...FIRST TO SELL.





August 1, 1960

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY . GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

For More Information Write No. 175 on Place Mark Card-Page 32

For More Information about ad on following page Write No. 176 on Place Mark Card—pg. 32→



#### AT BLACK & DECKER

## **Jalcase 100 Cold Finished Bars Speed Tool Parts Production 50%**

Here's what happened when Black & Decker Manufacturing Co., Towson, Maryland, switched from alloy grades 4140 and 8620 to J&L Jalcase 100 cold finished bar steel in the production of shafts, gears and pinions for portable electric tools:

- The free machining quality of Jalcase speeded production on automatic screw machines 50%.
- The uniform machinability of high strength Jalcase eliminated 1/2 hour per shift from machine downtime for tool changes.
- The strength and hardness of Jalcase have practically eliminated the need for subsequent heat treating and resultant part distortion.
- The combination of these production economies plus the lower initial cost of Jalcase over alloy grade steel has greatly reduced parts costs.

look for it when you buy.

The free machining qualities of J&L Jalcase 100 plus its high strength, hardness and stabilized stresses make it an ideal cold finished bar steel for producing high quality machined parts for the metalworking industries.

Jalcase 100 has a minimum yield strength of 105,000 psi in round bar sizes to 11/2" diameter and a minimum yield strength of 100,000 psi in sizes to 31/2" diameter.

Jalcase 100 has a minimum hardness of 248 Brinell up to 11/2" and 241 Brinell for larger sizes. It is also available with a lead addition, designated as Jalcase 100-L, for applications requiring superior machinability.

For literature write direct to Jones & Laughlin Steel Corporation, Department 480, 3 Gateway Center, Pittsburgh 30, Pennsylvania.

#### Jones & Laughlin Steel Corporation This Steelmark identifies prod-PITTSBURGH, PENNSYLVANIA ucts made of steel. Place this mark on your products. And-

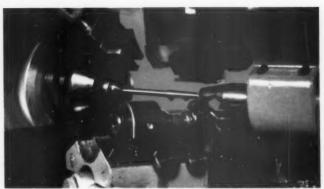
Where cold rolled steels originated in 1859



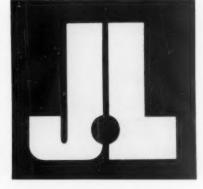
Black & Decker relies on a great variety of J&L bar stock. Over 30 electric tool parts are made from Jalcase 100 alone.



Made from Jaicase 100, these armature shafts are used in Black & Decker's 1/4" Electric Utility Drill.



Black & Decker hobs pinion gears made of Jalcase 100 to tolerances of less than .001".



STEEL

Palletized trays transport a few of the many B&D machined parts that are made from J&L bar stock.

## Purchasing People In The News

Appointment of Wilbur R. Ferguson to the newly-created position of director of purchases and Kenneth A. Taylor to purchasing agent has been announced by The Barden Corporation, Danbury, Conn. Mr. Ferguson joined the company in 1952 in production and purchasing and has held the





W. R. Ferguson

K. A. Taylor

position of purchasing agent since 1945. He served as vice president of the Southern Connecticut Purchasing Association from 1954 to 1956 Mr. Taylor started with Barden in 1950 as an expediter and has been a buyer for the past eight years. He was recently elected president of the Southern Connecticut Purchasing Association.

E. J. Holihan has been made purchasing agent for Snyder Corporation, Detroit, Mich. Mr. Holihan joined the company in 1947 as a buyer. In 1955 he was named assistant purchasing agent. Before coming to Snyder, Mr. Holihan was employed in the time study department at Continental Motors Corporation.

The Baltimore and Ohio Railroad has announced the promotion of C. R. Wheeler to purchasing agent for the System. He succeeds Virgil N. Dawson who has retired. Mr. Wheeler, formerly assistant general storekeeper at Baltimore, began his railroad career in the stores department of the B & O at Cumberland, Md., in 1919. He held positions in the various stores departments of the System until 1951 when he was made regional storekeeper at Baltimore. In 1958 he was promoted to assistant general storekeeper.

Charles H. Baker, has been appointed manager of all rubber purchasing for Goodyear, Akron, Ohio. He succeeds R. B. Bogardus, who has retired. Hollis Johnson succeeds Mr. Baker. He will be responsible for purchasing synthetic supplies.

Mr. Baker, began with the company in 1919. After four years, he was moved to accounts payable and assigned to rubber purchasing accounts, becoming manager there in 1932. During the



Charles H. Baker

Korean War, he was loaned to the Government to serve on the National Rubber Board, then was assigned to Goodyear's office in Washington, D. C. until returning to Akron in 1955. He has been manager of synthetic rubber purchasing since 1955. Mr. Johnson has 30 years of Goodyear service, almost all of it in accounts payable. He has been a rubber buyer for five years.

Hiag Yessiam, a purchasing agent of The Stanley Works has returned to the company's main office in New Britain, Conn. from Stanley Building Specialties division of North Miami, Fla., where he has been on assignment for the past two years. Mr. Yessian has been a member of the purchasing department of the company since 1942.

Richard J. Bender, former director of purchases, has been appointed divisional vice president -purchasing for Anheuser-Busch, Inc., St. Louis, Mo. Mr. Bender will now be responsible for the purchase of material requirements for all Anheuser-Busch plants. Mr. Bender began his career with the company in 1948 in the industrial relations department. In 1951 he was named staff assistant in plant relations. In 1953 he was appointed assistant director of industrial relations. In 1958 he joined the purchasing department and in 1959 he was named director of purchases, the position he held until this new appointment.

Robert F. Kendall has been named director of purchases of The Reliance Electric and Engineering Company, Cleveland, Ohio. Mr. Kendall will be responsible for overall company purchasing policies and coordination of activities between divi-



Robert F. Kendall

sional purchasing operations located in Cleveland, Euclid, Ashtabula and Dayton, Ohio; Columbus, Indiana; and Stratford and Welland, Ontario. Mr. Kendall graduated from Denison University with the degre of bachelor of arts, after which he took graduate work at Northwestern University. He is a member of the National Association of Purchasing Agents.



There are 6,000 different types of Nicholson and Black Diamond files. There's one that's precisely right for your operation...and the materials you file. • Using the correct file contributes to efficiency by reducing the amount of filing time. Time, not the file, represents the largest part of filing costs. • Nicholson and Black Diamond files pay off another way, too. Their high quality substantially reduces tool replacement costs. • We take infinite care to produce the highest quality files available. You'll find that your Industrial Distributor carries a complete selection under the Nicholson or Black Diamond brand. • The next time you need a file specify Nicholson or Black Diamond for standard or special purpose files...X. F. (Extra Fine) brand in Swiss Pattern. Ask your distributor's advice... he'll keep you informed on the various types best suited for your job. Ask him, too, about the newly improved line of Nicholson soft faced industrial hammers.

Industrial Distributors provide the finest goods and services in the least possible time. Our products are sold exclusively through them.



**NICHOLSON** 



NICHOLSON FILE COMPANY, PROVIDENCE 1, RHODE ISLAND

FILES . ROTARY BURS . HACKSAW AND BAND SAW BLADES . GROUND FLAT STOCK . INDUSTRIAL HAMMERS



## FOB-"filosofy of buying"

M AYBE THIS WILL settle the argument as to whether purchasing is a profession. A news release trumpeting the virtues of aluminum truck bodies says they are found in the following industries: baking, beverages, furniture, produce, purchasing, etc.

N THE OLD days we classicists had our trots or ponies to translate Latin assignments. Today the managers, persuaders, manipulators, and whatnot use their own special language that is not always immediately understandable to the layman. To help businessmen cut through one foggy areathat of executive references-The Management Review has published a "Pocket Translator." Here are a few typical comments about job candidates, and their translations:

"He's a consistently good team worker." (Hasn't had an original thought in 20 years.)

"He's always staunch in supporting his superiors' recommendations." (A yes man.)

"A strong speaker who really

sells his ideas." (Big mouth.)
"He's volunteered to serve on most of our management committees." (Afraid to make his own decisions.)

URCHASING-ENGINEER-ING-Supplier teamwork on an international scale recently gave a big boost to our Good Neighbor Policy.

When the water system went into operation at Brazil's new captal, Brasilia, a number of valves failed immediately. They couldn't take the 250 lbs pressure in the system. Local Allis-Chalmers representatives were called in (although the original valves were made by another manufacturer). Word eventually got to Charles L.



"You and your eliminating file cabinets"

Babb, chief engineer of A-C's centrifugal pump department, and a man with a long memory.

Babb remembered that 30 years ago the City of Milwaukee had laid a high pressure water system for fighting fires in the downtown area. It was equipped with 20" valves of 250 lb. capacity. He also recalled that Milwaukee had abandoned the high pressure system a few years ago.

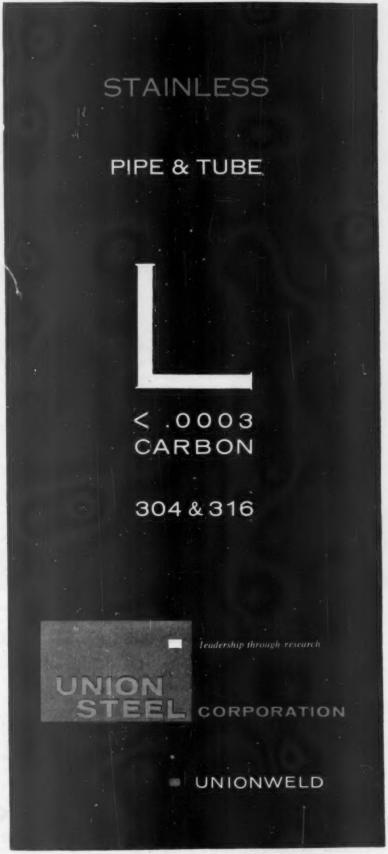
President Kubitschek dispatched the A-C representatives in Brazil to Milwaukee to bring back two of the valves at any cost. Emergency manufacture of the valves locally would have taken at least a month.

The representatives and local A-C executives worked with city officials on the project. They found that the fire department had officially turned over the valves and other equipment to the purchasing department for disposal. Purchasing had determined that the cost of removing them from the system would exceed the amount they could be sold for as scrap. So the valves remained in the system.

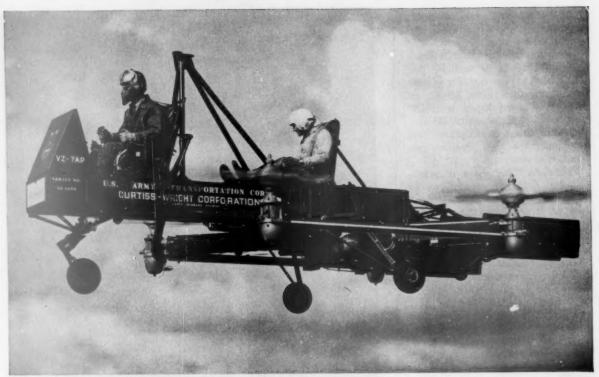
The city agreed to help Brazil in its emergency and arranged to remove the valves and cap the system. City Purchasing Agent Andy Lehrbaummer priced the valves at \$50 each. Allis-Chalmers supervised removal of the valves, trucked them to New York, and put them on a chartered plane for Brazil.

The City of Milwaukee was glad to get \$50 for each valve, "as is and where is," Allis-Chalmers was glad to enhance its reputation for service, the government of Brazil was glad its new capital had water again.

A FEW ISSUES ago we showed a clever birth announcement in the form of a purchase order. Now Bill Bunin, director of purchases for The Toni Company, St. Paul 1, Minn., has sent in a cpoy of one he designed about ten years ago. P.A.'s awaiting delivery probably can get or at least borrow a copy of Mr. and Mrs. Bunin's purchase order and use some of the ideas for their own announcements.



For More Information Write No. 179 on Place Mark Card-Page 32



RESEARCH AERIAL PLATFORM will have high degree of civilian utility. Transmission system, whose component parts act as power units and structural members, employs 4340 and 4620 nickel alloy steels for shafts and gears.

# Aerial platform's unique transmission system uses two nickel alloy steels-4340 and 4620

This experimental aircraft combines the maneuverability of a helicopter with the load-carrying capacity of a truck.

The platform is built around a unique transmission system whose components act as both power units and structural members. Designed jointly by Curtiss-Wright Corporation and Sargent Engineering Corporation, its builders, the platform uses a 400hp gas turbine engine to power four 2-blade propellers through a central gearbox arrangement.

For the gears, the designers specified carburized and hardened AISI Type 4620 nickel alloy steel in the central gearbox and in each of the propeller gearboxes. At every running speed, case-hardened gears of 4620 alloy steel withstand friction and wear. What's more, 4620 gear cores are tough enough to absorb any sudden shock-loads that may occur during flight.

For the propeller shafts, the specifications called for AISI 4340 nickel alloy steel, heat-treated to 30-35 Rockwell C. This versatile through-hardening steel provides exceptional toughness and fatigue strength, and is noted for its superior machinability at high hardness levels. In addition, AISI 4340 steel develops uniform hardness throughout parts of medium to heavy section, despite variations in section size.

The men who designed the aerial platform couldn't predict all the complex stresses these parts would encounter in operation. They selected 4340 and 4620 because these steels have proven their reliability and versatility during many years of service, under a variety of strenuous operating conditions.

Whether or not you, too, are experimenting, 4340 and 4620 offer you the same assurance of reliability... plus a way to cut costs by simplifying inventory. These steels are available right of the shelf at your local Steel Service Center. Other nickel-containing steels,



**EXPANDED VIEW** of central gearbox shows how 4620 nickel alloy steel gears fit into box and drive the four propellers.

providing more specialized properties, are also widely available.

Consider nickel alloy steels for gears, shafts, bearings and other parts you design, order or use. And for information to help you select the right material for your application, just write us.

THE INTERNATIONAL NICKEL COMPANY, INC.
67 Wall Street Mico New York 5, N. Y.

## INCO NICKEL

NICKEL MAKES STEEL PERFORM BETTER LONGER

For More Information about ad on facing page
Write No. 180 on Place Mark Card—pg. 32→



## To <u>all</u> metals Norton adds the first "Touch of Gold"

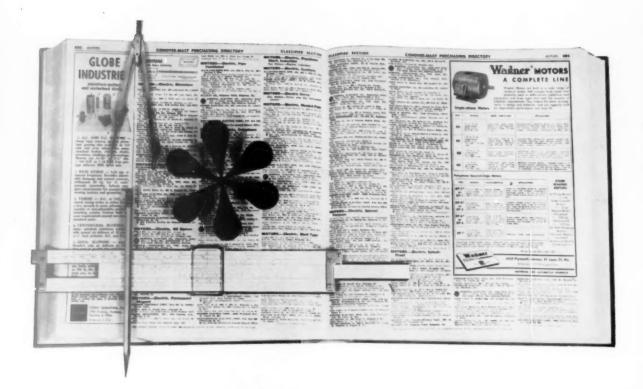
The term "precision-snagging" has yet to be invented – and the delicate touch is not a cleaning room technique. But snagging, the roughest, toughest, most basic type of grinding does benefit considerably by the "Touch of Gold" — built into all Norton grinding wheels to improve product quality and cut production costs.

Your operators, working on machines of any type or size, will like the easy, fast-cutting action of Norton snagging wheels. And you'll like the way they grind off more metal per dollar and turn out better work, bringing the true "Touch of Gold" to your production. See your Norton Man or your Norton distributor

about test runs to determine exactly the wheels you need for best results on any metal. NORTON COMPANY, General Offices, Worcester 6, Mass.



75 years of . . . Making better products . . . to make your products better NORTON PRODUCTS: Abrasives · Crimding Wheels · Machine Tools · Better-Chemicals — BENR-MANNING DIVISION: Coated Abrasives · Sharpening Stones · Pressure-Sensitive Tapes



## \*Value Analysis Starts Here

Good suppliers are the foundation of any value analysis program. Conover-Mast Purchasing Directory gives you a reliable list of manufacturers of industrial products. It gives you:

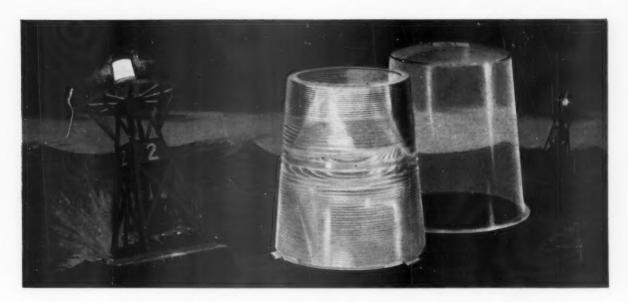
the company name,
address,
telephone number,
size of company,
and necessary technical data.

Next time you use a directory, use CMPD.



Conover-Mast Purchasing Directory

> 205 E. 42nd St. New York 17, N. Y. MU 9-3250



# Handsome and Hardworking Plexiglas...Implex



Flashing lights at sea shine brightly through large lenses and covers molded of PLEXIGLAS® acrylic plastic. The PLEXIGLAS parts are used in navigation lights for the U. S. Coast Guard, at a fraction of the cost and weight of cut glass lenses. Precision molding of the lens pattern gives the PLEXIGLAS lens maximum efficiency in light control, and the material resists weather, breakage and salt water.

Winking lights at home are revolutionizing indoor photography by making indoor pictures without flashbulbs possible, with the new wink-light attachment shown above. Tough IMPLEX®, the high impact acrylic, gives handsome appearance and rugged durability to the housing. PLEXIGLAS is used for the lens.

We will be glad to help you use these Rohm & Haas acrylic molding materials—to your advantage.



Chemicals for Industry

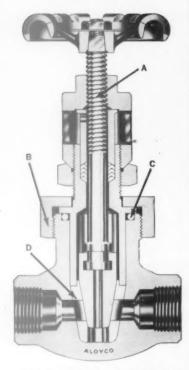
# ROHM & HAAS

WASHINGTON SQUARE, PHILADELPHIA 5, PA.

In Canada: Rohm & Haas Company of Canada, Ltd., West Hill, Ontario.

For More Information Write No. 181 on Place Mark Card-Page 32

# #66 succeeds with severe corrosives for 10 straight years!



Shown 3/3 actual size of the half-inch valve

WHY? A. OUTSIDE STEM THREADS are away from corrosive area, prevent galling.

B. UNION BONNET provides extra strength

and easy disassembly.

C. O-RING made of "Teflon" provides tough,

leak-proof seal.

D. SEATS made of "Teflon" are pressuretight, dependable, won't gall. Renewable.

STAINLESS STEEL: 18-8S, 18-8SMo, Aloyco 20.

FOR: Instrument lines, small lines handling viscous fluids, or where low pressure drop is important.

FACTS: full-floating plug disc exerts no twisting action on the removable seat in closing. Aloyco Stainless Steel #66 Plug Gate Valve: 1200 lb. at 150 F.; 600 lb. at 500 F. Sizes: ½", ", ", ", ", ", ", "." Want more? Write: Alloysteel Products Company, 1313 West Elizabeth Ave., Linden, New Jersey.

\*Registered DuPont Trademark



#### **ALLOY STEEL PRODUCTS COMPANY**

For More Information Write No. 182 on Place Mark Card—Page 32

## Letters To The Editor

#### **LEFT TO WRONG**

Dear Sir:

In looking through the June 20 issue of Purchasing Magazine reporting on the N.A.P.A. convention, I was surprised to see my picture in the upper right hand corner of page 99 and shocked to find myself identified as David Bodd.

For the record, the picture shows me giving the talk which you were so kind to report on page 104 ("Handling Salvage and Surplus Materials"). The gentleman seated to my left is Cy Hoffmeister, the workshop moderator, and to his left is Dave Bopp.

B. G. Erikson, Purchasing Agent Signode Steel Strapping Company Chicago,Illinois

#### HIGH PRAISE INDEED

Dear Sir:

I was especially pleased to win a copy of the new edition of Stu Heinritz' book, *Purchasing Prin*ciples and Applications, as the one one I have is of 1951 vintage.

I think the Purchasing Magazine editorial staff is leading the field by a considerable margin in its editorial content, as well as by the outstanding services you perform at our national conventions through your Inform-A-Show booth, attendance directory and the daily paper.

Best wishes for your continued success.

C. Warner McVicar Rockwell Manufacturing Company Pittsburgh, Pa.

#### NEEDS NO INTRODUCTION

Dear Sir:

Thank you for the fine program your staff gave the Evansville Association at our recent meeting. Hal Barnett's purpose of arousing thought and of setting forth some points of study on value analysis was successful.

The interest and sincerity of

those in attendance was quite apparent to the program committee.

Please pass our thanks to the other members of your speakers bureau for sponsoring and making such programs available to local associations. I shall give this tip to our next program committee so that they may choose another program which you offer.

George G. Yeager Aluminum Company of America

Newburgh, Indiana

#### RIGHT DOWN OUR ALLEY

Dear Sir :

We are interested in a bibliography on value analysis. Can you furnish us with one?

G. C. Hentschel, Purchasing Agent Clarke Floor Machine Company Muskegon, Michigan

• There are no books in print on this subject, but our May 23 issue was devoted exclusively to value analysis. We have also forwarded to Mr. Hentschel an editorial reprint of some previous material on this always-interesting topic.

#### POPULAR STRAW

Dear Sir:

On page seven of your June 6 issue, under the title "Ceramics and Metal," you list Horizons Incorporated, as the developer of a new experimental process combining ceramic fibers with metal for high strength uses.

We are very much interested in this process and would like all available information or the address of Horizons Incorporated.

E. W. Holbrook
Purchasing Analysis
Department
Kaiser Steel Corporation
Fontana, California

• Complete information about this development is available from Dr. Eugene Wainer, vice president and director of research, Horizons Incorporated, 2905 East 79th Street, Cleveland 4, Ohio.

# 16,786 bearing parts under water



When the Menomonee River in Milwaukee jumped its banks last March, the Falk Corporation, a major manufacturer of gear reducers, found its plant under seven feet of water. Employees, friends and suppliers pitched in to help clean up, save material, get production under way. And right in the forefront was the Timken Company Service Engineer. As soon as the waters receded, he was busy organizing the salvaging of 16,786 Timken bearing parts. It was like getting

flood insurance after the flood. Falk found that the Timken Company's assurance of service means what it says. The Timken Company's Sales and Service Engineers and complete facilities worked days and nights to help Falk get back into production fast. Bearing losses were minimized. Proof again that for the most for your bearing dollar in terms of quality, service and performance, specify "Timken" and not just a part number.

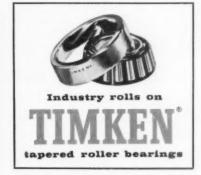
# ...99.7% saved



TIMKEN COMPANY ENGINEERS SUPERVISED SALVAGE OPERATION. Under water for 24 hours, Timken® bearings shipped to the Timken Company's Canton, Ohio, plant were unpacked, inspected and treated at once. Over 80% were found perfect. Light regrinding saved all but 48 pieces.



SUPERIOR PACKAGING KEPT 81% OF BEAR-INGS PERFECT. Timken bearings are coated with petrolatum, a better water barrier than oil. Special VCI paper protects against rust. Only a small number of the bearings required refinishing repairs before repacking and returning to Falk.



The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO". Makers of Tapered Roller Bearings, Fine Alloy Steel and Removable Rock Bits. Canadian Division: Canadian Timken, St. Thomas, Ontario.

For More Information Write No. 183 on Place Mark Card-Page 32



HOTOGRAPH BY BEN SPIEGEL

### **RUSS VANDEN BERG GIVES ALUMINUM A THOUSAND FACES**

Aluminum is the natural ally of the designer and the salesman. For the one, no other metal can mirror his imagination so faithfully. For the other, no other metal can wear so many colors and textures to stir his prospect's impulse to buy.

Russ Vanden Berg knows which of aluminum's thousand faces will improve the looks and performance of your product. He can recommend a tough and colorful finish that guards fishing reels against corrosion for life. A super-hard coating that minimizes wear and erosion on impellers. A durable, reflective surface for ball park floodlights. He can simulate top grain cowhide on a camera case... put the sparkle of gold on your office building.

Only aluminum can be treated so

many ways, so beautifully. Russ and his 28-man crew in the Finishes Section of Alcoa's Process Development Laboratory are prepared to show you how. It's another extra value you get with every pound of Alcoa® Aluminum you buy.

Aluminum Company of America, 2017-H Alcoa Building, Pittsburgh 19, Pennsylvania.



ALCOA ALUMINUM

helps you design it, make it, sell it



#### Alcoa has hundreds of Russ Vanden Bergs to help you design it, make it, sell it

All of Alcoa's skills are mobilized to a single purpose: To put more than just 16 ounces of metal in every pound of Alcoa Aluminum you buy. Here are 12 of the dozens of ways to do it:

- 1. Research Leadership, bringing you the very latest in aluminum alloys and applications.
- 2. Product Development by specialists in your industry and your markets.
- 3. Process Development Labs for aid in finishing, joining and fabricating.
- Service Inspectors to help solve production problems at your plant.
- Quality Control to meet top standards or match your special needs.
- 6. Complete Line including all commercial forms, alloys, gages, tempers.
- 7. Availability via the nation's best stocked aluminum distributors.
- 8. Foremost Library of films and books to help you do more with aluminum.
- 9. Trained Salesmen with a wealth of on-the-spot information.
- 10. Sales Administrators constantly on call to service your orders.
- 11. Year-Round Promotions expanding your old markets, building new ones.
- 12. The Alcoa Label, leading symbol of quality aluminum, to mark your goods.

# Added Values With Alcoa Aluminum



... is a case book of Alcoa special services and a guide to their availability in design, manufacture and sales. Your copy, with some of the most rewarding information you may ever read, is waiting and it's FREE. Write: Aluminum Companyof America, 2017-H Alcoa Building, Pittsburgh 19, Pa.

For More Information Write No. 184 on Place Mark Card—Page 32 AUGUST 1, 1960

## In Purchasing...



No DOUBT a few eagle-eyed chessplaying readers will question this issue's cover—Who ever heard of black, red, and white squares on a chessboard? That piece is too big!, etc. The cover is more symbolic than literal, of course. It's the

work of our new Associate Art Director, Charlotte Bank. (Charlotte is also responsible for the outstanding cover on our July 4 issue and the sparkling layouts we have been featuring in recent months.)

The chessboard is an allusion to the latest in Executive Editor Dean Ammer's series on the anatomy of modern purchasing (see page 52). Dean's current article deals with long range planning necessary to meet stated objectives of a purchasing department. It covers such important aspects of planning as frequency of changes in plans, types of reports to management, and forecasts—both of general business conditions, and of sales and production.

We're all familiar with the quotation from Bobbie Burns about having the gift to see ourselves as other see us. Too many pray for other less important things, however, forgetting how bad an impression they're making on the public. A public relations man has some sound advice for purchasing agents on presenting a good—and accurate—image to the outside world. See page 58.

For a brief report on what mutual respect between engineering and purchasing can do for a company, read the article on page 55. How did purchasing win the respect of engineering? It's hard to say which came first, its recognition by top management or the kind of purchasing performance that wins recognition. In any event, a fine spirit of interdepartmental cooperation is paying off for the company.



About five years ago we published a popular article on a unique and successful small order procedure. The company involved has revised and improved the procedure to make it even faster and more efficient. Anyone concerned with

the small order problem, and particularly those who adapted the system used in the previous article, will want to read about the changes on page 66.

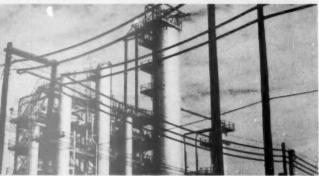
Want a simple but effective idea to stimulate interest in value analysis from three directions? Turn to page 62. You'll find a description of a device that has provoked VA ideas from sales representatives, plant personnel, and buyers.

Caylichards
Ray Richards
Publisher

# How Okonite solves your High-Voltage Distribution Problem

Reliable primary distribution is a <u>must</u> for efficient, economical operation. As the use of higher voltages increases, the problems of keeping primary distribution reliable increase too. But, whatever your specific need, Okonite has designed a construction that will do the job...like those shown here.









#### OKOLITE-INSULATED

This Okolite-insulated 25kv submarine power cable, installed by Bonneville Power Administration under Puget Sound, was 7½ miles long, weighed ¾ million lbs. It is typical of the many Okolite-insulated cables designed to solve specific high voltage power problems. Other constructions for underground, aerial, duct or interior installation are frequently protected by an Okoprene (neoprene) sheath, compounded to Okonite's own formula for high weather, temperature and abrasion resistance. Okolite oil-base insulation has demonstrated in more than 30 years of service its high dielectric strength, moisture-resistance and stability in all types of installation conditions. All Okolite-insulated cables must withstand self-imposed a-c and d-c voltage tests that are highest in the industry.

#### OKONEX-OKOPRENE

This Okonex-Okoprene 15kv primary distribution system was installed to save space, eliminate safety problems and provide improved voltage regulation at Magnolia Petroleum's 1500-acre refinery near Beaumont, Texas. Okonex (butyl-base) cables are highly resistant to heat, and are often specified to give additional protection in high ambient parts of the plant or to provide additional ampacity in circuits. The Okoprene sheath provides excellent protection against moisture and corrosion as in Magnolia Petroleum's refinery where there was a high moisture-saline content in the air plus chemical atmospheres at many of the processing units.

#### **SELF-SUPPORTING CABLE**

These four 7500-volt Okolite-Okoprene self-supporting aerial cables span 395 feet to distribute power to a section of a Southern paper mill. Easy to install in one simple operation, Okolite-Okoprene self-supporting aerial cable reduces clearance space requirements, is neat-appearing, often may be installed on existing buildings or supports, offers greater safety to personnel and eliminates insulator flashover due to contamination. Okonite's patented Dualay assembly can be tapped hot at any point in non-shielded types.

#### LOXARMOR

And on any high-voltage construction, a Loxarmor covering offers economy and flexibility in a cable system where the complete protection of a rigid conduit system is not required. Excellent mechanical protection is provided by a Loxarmor interlocking "S" tape available in galvanized steel, aluminum, bronze or copper. Loxarmor saves money in installation and initial purchase costs, makes it easy to add or re-route circuits and requires less space than conduit to handle the same number of circuits.

One of these high-voltage cable constructions will fill your requirements. Write for Bulletin PG-1117, "How to Choose Insulated Cable," to The Okonite Company, Subsidiary of Kennecott Copper Corporation, Passaic, New Jersey.



where there's electrical power... there's OKONITE CABLE

#### **Purchasing Pointers**

CAMERA DOESN'T LIE—If a shipment is damaged in transit, who's responsible? Is it due to the supplier's packaging or the carrier's handling. One P.A. resolves this problem with a camera.

Whenever a shipment comes in badly damaged, he takes pictures of it. It is then a relatively easy matter to see who's responsible and to develop ways to prevent a recurrence.

GIVE THE RIGHT PACKING INSTRUCTIONS—DP Publishing unit of IBM asks for special attention to packaging from its suppliers. A mimeographed slip of paper containing packing instructions is attached to each purchase order. Slip can then be detached and sent to the supplier's shipping room. Instructions cover weight limit on cartons, type of binding, labeling, packing slips, etc.

HOW MUCH DO YOU SAVE?—If you're having trouble trying to figure out your savings report, try this: At the time the order is placed, when all the facts are still at your fingertips, make an extra copy. On this, note the previous price, amount saved, and a few words of explanation. Accumulate copies in a folder. When it is time to write the report, any typist can tabulate the needed information from them, no matter how detailed the report has to be.

know what you're buying—At the plant of a small appliance manufacturer, buyers are never far from the materials they purchase. Samples of each part or material for which a buyer is responsible are displayed on a pegboard in his office. This makes is possible for him to show parts to vendors, and to study the materials, their method of manufacture, or their function. The display is a daily encouragement to take another look—a sort of "total value analysis."

ROADBLOCKS GOT YOU STALLED?—One director of purchases has given each buyer and P.A. a red plastic ball. Usually the gimmick sits inconspicuously on its stand on the side of the desk. But when somebody raises a roadblock to a new idea during a discussion, a wideawake member will reach for the red ball. After the inevitable kidding, everybody starts thinking along new, and more constructive, lines.

COST KNOWLEDGE AIDS COST REDUCTION—Paramount Paper Products, Omaha, Nebuses its own product to bring home to workers the importance of caring for production machines. Paramount marks the name and replacement cost of each machine in the plant on pressuresensitive blank labels. The company has noted an improvement in maintenance and a saving of about 15% in repairs and spare parts replacement.

For More Information about ad on facing ←page Write No. 185 on Place Mark Card—pg. 32

## **BUYERS' GUIDE...**

# to Ryerson service on stainless



PLATES—Available in 9 analyses including plates to Atomic Energy Commission requirements and to ASTM specifications for code work. Also low carbon types for easy welding.



SHEETS—11 analyses of Allegheny stainless sheets in stock including nickel and straight chrome types. Also extra wide sheets to reduce welding costs, expanded and perforated sheets.



BARS AND ANGLES—Rounds, squares, flat's, hex's and angles in 8 types including free-machining bars with both analysis and mechanical properties controlled.



HELIARC CUTTING available on request. Cleaner, smoother cut edges. Better machining because of minimum contamination and distortion. Less carbide precipitation.



TRUE-SQUARE ABRASIVE CUTS.

—Stainless plates to 12' x 25' cut true square on abrasive disc machine. Length and width tolerance plus or minus 1/32".



SHEARING—Accurate cutting of stainless sheets and light plate to the industry's tightest specifications. Shear hold-down clamps padded to protect sheet finish and flatness.



RINGS AND DISCS—Machine cut to your order. This service assures size accuracy, smooth edges, flatness and unaffected corrosion resistance—a lower-cost, ready-to-use product.



HEADS—A.S.M.E. flanged and dished heads in types 304, 3041, 316 and 316L are on hand in large quantities, and in a wide range of gauges and sizes.



PIPE AND TUBING—Light wall, standard and extra heavy pipe, ornamental and regular stainless tubing. Also screwed type and welding fittings and Cooper stainless valves.





STEEL: ALUMINUM . PLASTICS . METALWORKING MACHINERY

RYERSON STEEL

Joseph T. Ryerson & Son, Inc., Member of the MIAND Steel Family

PLANT SERVICE CENTERS: BOSTON · BUFFALO · CHARLOTTE · CHICAGO · CINCINNATI · CLEVELAND · DALLAS · DETROIT · HOUSTON · INDIANAPOLIS
LOS ANGELES · MILWAUKEE · NEW YORK · PHILADELPHIA · PITTSBURGH · ST. LOUIS · SAN FRANCISCO · SEATTLE · SPOKANE · WALLINGFORD

For More Information Write No. 186 on Place Mark Card—Page 32



# On Visiting Suppliers

Purchasing Magazine August 1, 1960 THE THEORY that buyers should regularly visit and thoroughly inspect suppliers' plants is almost universally accepted. The fact seems to be something else again.

Far from encouraging visits to suppliers, many managements either forbid them or set up enough obstacles to make them impracticable. In some cases the opposition is caused by short-sightedness and a failure to appreciate what an efficient purchasing department can do for a company. If the basic purchasing job is looked down on, refinements that involve more than routine paperwork get even less consideration.

Top level indifference about plant visits may have a sounder basis, however. Management may well know, or suspect, that such visits are not always the scientific, businesslike expeditions they are made out to be. They may know, as you and I know, that visits to suppliers often turn out to be little more than one or two-day outings. The visiting fireman gets the full treatment: a big welcome from the brass, a whirlwind tour of the shiniest parts of the plant, a good meal at the town's best bistro, possibly a round of golf, then a red-carpet farewell.

A man would be a real bluenose to condemn handshakes, good lunches, or golf in normal business relationships—and in this case he'd be a hypocrite. The complaint here is not against these diversions, which are innocent in themselves. It's against letting them distract the P.A. from the basic purpose of a plant visit: to learn more about a vendor's capabilities and how he can use them to greater advantage. A visiting purchasing agent or buyer who doesn't go after this information with a sharp eye and an inquisitive mind would be better off staying home.

If you don't have a program for visiting suppliers' plants, start planning one now. Encourage your buyers to get out and take an analytical look at the facilities and personnel of your major suppliers—and postpone the good fellowship until after they've had a good look. There are plenty of checklists available which will tell you what to look for in a supplier's plant.

One of the most important points to remember, of course, is: check the supplier's purchasing departments as carefully as you do his machines and plant operations. What you find there will reveal a lot about the supplier. And when you get to purchasing you don't have to take anyone's word as to what's going on. As an expert, you can see for yourself.

Paul V. Farrell



# Purchasing Plans for Profit

By working out a definite buying plan,

purchasing can put procurement on a scientific basis.

Here are guides on how to go about developing your own purchasing plan.

By Dean Ammer, Executive Editor

P. A.'S AND PRESIDENTIAL candidates are both lost without a program. One submits his program to the voters for approval, the other to his management. Of course, P. A.'s who regard themselves merely as supervisors don't bother with programs. They simply do their job from day to day. If they have problems they solve them as best they can or simply go to their bosses and ask to be bailed out.

But P. A.'s who are managers try to anticipate their problems. They know they can't do their job effectively on a hit-or-miss basis. The job can be done well only if there is a long range plan tailored to meet pre-determined objectives.

The planning process starts by

setting down objectives. Each purchasing department should have its general objectives codified in its manual. For example, Chrysler Corporation's manual lists as an objective for the director of purchases that he "establish standards, yardsticks, and other techniques for measuring purchasing performance."

The B. F. Goodrich manual lists these general objectives:

(1) Good records.

(2) Study of markets, (i.e. . . . looking for new manufacturers, new lines and grades of materials, and better prices.")

(3) Review of requisitions. (The buyer should "question any requisitions where it appears that a change of quality, quantity, or kind of material may better serve the company's requirements.")

(4) Sources of supply-locating more

efficient and economical suppliers.

(5) Cost reduction. (The "main objective" of purchasing is to "obtain the best value per dollar spent.")

The Rockwell Manufacturing Co. purchasing manual lists among its objectives:

 Always be on the alert and question anything that does not look right in the way of quantity, size, kind or delivery.

(2) Furnish the production department and any other interested department with accurate information on the lead time required for placing orders.

Keen this information up to date.

Keep this information up to date.

(3) Give the production department accurate information regarding specific situations on the outside which affect availability of material.

(4) Do the best possible job to obtain deliveries in line with requirements and make good on the delivery promises obtained from suppliers.

(5) Work with production department as earnestly on the problem of adjusting intake up or down where



conditions make this necessary, as we do on the problem of trying to establish a satisfactory delivery with respect to the original requested due.

Each purchasing department should have its own list of objectives. It should give careful thought to their preparation; only rarely will the purchasing objectives of two companies be identical. Objectives vary with the company's industry. They also vary with purchasing's functional responsibilities.

For example, if purchasing is responsible for inventory control, at least one of its objectives should be to maintain tight control over inventories. On the other hand, if purchasing is not directly responsible for inventory, its objectives on industry management might be limited to cooperation with other departments to facilitate good inventory management.

#### Provide for Changes

A purchasing department's objectives are fairly permanent. They change only when various basic shifts are made in the company's over-all organization, or when there is a substantial change in purchasing responsibilities. On the other hand, plans to achieve these objectives must always be subject to change. They reflect the company's current business outlook which, in turn, depends on general business conditions and

numerous other complex variables.

Because of this, over-all plans to achieve objectives should be made at least once a year and the purchasing executive should stand ready to revise these plans on a quarterly basis if conditions change. Skeptics might ask, "If plans must be changed so frequently, why plan at all?" The answer is that even a bad plan is probably better than no plan at all. The P. A. who submits a written plan to management should:

(1) Remind top management that purchasing is a vital profitmaking activity with its own basic objectives that contribute directly to the fulfillment of the overall objectives of the company.

(2) Keep other departments informed of purchasing's plans. This promotes better inter-departmental relations. If other departments take action that jeopardizes the success of purchasing's plan, they can never plead ignorance if they're informed in advance of precisely what purchasing is trying to do.

(3) Improve purchasing techniques. Detailed analysis of existing methods and procedures, along with a review of past successes and failures, is essential to the preparation of a good plan. Thus the planning process itself stimulates improvements which

might not otherwise be made.

(4) Bring problems into the open. When there is an integrated plan to achieve objectives, there is a good chance that most problems can be sidestepped. For example, there is less danger that the purchasing executive will inaugurate a program of plant visits and then have to change course because he failed to get approval for the extra travel money when he made up his budget. Nor will a P. A. venture into a value analysis program before considering its costs and getting management backing.

#### Forecast Sales and Production

The planning process starts with two forecasts; one is the company's general sales and production forecast; the other is the purchasing agent's own forecast of business conditions. These two forecasts are the variables that shape the plan. They influence which objectives will be emphasized in making the plan and they also limit the scope of the plan.

The sales and production forecast is the basic guide to future buying activity. If sales and production are up, purchasing will normally not only increase its buying proportionally but will also make additional purchases to build inventories. Purchasing may also be required to change its

Theoretical Plan of Purchase for Gray Iron Castings			Table	1			
	Theoretical	Plan of	Purchase	for	Gray	Iron	Castings

Quantity  100,000  100,000  100,000  100,000	\$10,000 \$10,000 \$10,000	Quantity 150,000	\$15,000	Quantity + 50,000
100,000	\$10,000			+ 50,000
100,000		150,000	CIEM	
	\$10,000		\$15,000	+100,000
100000		150,000	\$15,000	+150,000
100,000	\$10,000	150,000	\$15,000	+200,000
100,000	\$10,000	150,000	\$15,000	+250,000
100,000	\$10,000	150,000	\$15,000	+300,000
100,000	\$10,000	50,000	\$5,000	+250,000
100,000	\$11,0000	50,000	\$5,5000	+200,000
100,000	\$11,000	50,000	\$5,500	+150,000
100,000	\$11,000	50,000	\$5,500	+100,000
100,000	\$11,000	50,000	\$5,500	+ 50,000
100,000	\$10,5006	50,000	\$5,250	
	\$125,500		\$122,250	
	100,000 100,000 100,000 100,000 100,000	100,000 \$10,000 100,000 \$10,000 100,000 \$11,000 100,000 \$11,000 100,000 \$11,000 100,000 \$11,000	100,000         \$10,000         150,000           100,000         \$10,000         50,000           100,000         \$11,000         50,000           100,000         \$11,000         50,000           100,000         \$11,000         50,000           100,000         \$11,000         50,000           100,000         \$10,000         50,000	100,000         \$10,000         \$15,000         \$15,000           100,000         \$10,000         \$0,000         \$5,000           100,000         \$11,000         \$0,000         \$5,500           100,000         \$11,000         \$0,000         \$5,500           100,000         \$11,000         \$0,000         \$5,500           100,000         \$11,000         \$0,000         \$5,500           100,000         \$11,000         \$0,000         \$5,500           100,000         \$10,500b         \$0,000         \$5,250b

a. 10% price increase assumed to be effective August 1.

b. Giving effect to planned negotiated price reduction or savings from introducing new supplier.

buying pattern; the sales and production forecast will indicate changes in product mix and the addition of new products.

The purchasing agent's own forecast is an estimate of future prices and availability. This forecast is absolutely essential to good planning. It starts with basic assumptions about the overall economy and general price levels. The P. A. can develop this phase of the forecast by diligent study of the forecasts made by professional economists.

He should also make use of his own unique position on "the economic firing line." He can get suppliers' ideas on the business outlook and, better yet, (since talk is cheap) find out what suppliers' plans are for new facilities and equipment. In making his analysis, the P. A. can make good use of basic forecasting techniques (see "The P. A. As Company Economist," Purchasing magazine Feb. 15, 1960, p. 70).

From the general economic forecast, the purchasing executive then proceeds to develop specific forecasts for each major commodity group that he buys. Suppose, for example, the P. A. is trying to estimate the future price and availability of gray castings. He should consider:

(1) Predicted gross national product and its effect on the major industries that use gray castings. Note that if GNP rises by



"I don't know what it means, but it's about 10 feet long. . ."

3%, the use of gray castings may rise by substantially more than 3% or it may scarcely rise at all. Past experience and intimate knowledge of the industry's future prospects provide clues as to the leverage exerted by changes in general business conditions.

Cumulative

(2) Estimated changes in supply. By using general statistics and his knowledge of suppliers' expansion plans, the P. A. can deduce, sometimes with uncanny accuracy, how much additional capacity is planned.

(3) Cost items in the industry. If foundry labor contracts are being renewed, the materials manager should estimate the cost of the wage settlement and its probable effect on the industry's operating costs. He should be familiar with the probable trend of prices of key raw materials for castings: pig iron, scrap iron, coke, etc.

In addition, the P. A. should try to estimate the effect new equipment and other labor saving techniques will have on suppliers'

(Please turn to page 104)

# When Purchasing and Engineering Team Up . . .

If purchasing and engineering work together instead of trying to undercut each other as they so often do, the results are inevitable. Purchasing will do a better buying job; engineering will be more cost conscious. The payoff comes in the form of increased profits.

By Harold C. Barnett, Features Editor

THERE'S NO BACKBITING among buyers and engineers at SoundScriber Corp., North Haven, Conn. The relationship between the two departments is close, and they cooperate with each other. For SoundScriber (office equipment manufacturer) the relationship pays off in the form of better engineering and better purchasing.

P.A. Harry Grabarek points to two basic reasons for the close tie between engineering and purchasing: Management recognition of purchasing, and the mutual respect engineering and purchasing have for each other. Sound-Scriber management has long been aware of the savings that a well-run purchasing department could make. It also knew that other departments would probably hold back recognition, regardless of purchasing's achievements, until top management took the first step.

That's why there is now no doubt about where purchasing stands at SoundScriber. An example of the recognition it receives is the recent appointment of Harry Grabarek to the newly formed committee of operating personnel. The group also includes executives from manufacturing, administration, finance, sales and service, and engineering

H. J. Servais, executive vice president, spelled out the purpose of the committee this way: "... this committee is to discuss and analyze operational problems

and take whatever corrective measures are necessary to rectify the problems, unless they are of such a nature that they require top management decision. In the course of their meetings, they shall discuss and recommend top management changes in systems and methods that they feel would improve our operations."

SoundScriber's principal product is dictating equipment. Early

QUI	TATION RECORD	Fred. Eng. P Descri		
	RICE	TOUL COST	DELIVERY	REMARKS
Vendor				
500	2500		Samples	
1000	5000	THE RESERVE AND PARTY.	Prod.	
1500	10.000		Split:	
2000	Inc.Fin:		yes no	
	ves no			
Vendor				
500	2500		Samples	
1000	5000		Prod.	
1500	10,000		Split:	1
2000	Inc.Fin:		ves no	
	ves no			1

Summary of each prospective vendor's quotation is listed by part number on one sheet. With this record it is easy to compare prices.

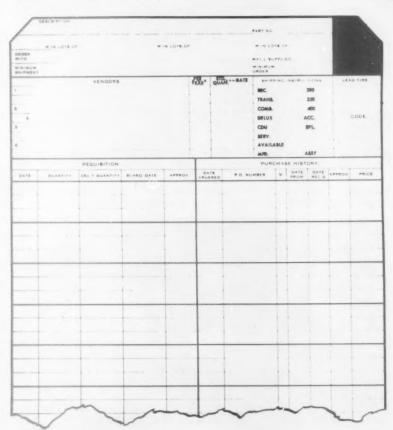


Purchasing department at SoundScriber has two girls to help process about 600 purchase orders a month.

Harry Grabarek: "It helps a lot when you're backed by management."



SoundScriber's purchasing agent, Harry Grabarek (left), keeps in close contact with H. J. Servais, executive vice president. Conferences are usually on the informal side.



Most of SoundScriber's purchases are made on a quarterly basis. The planning department uses the traveling requisition shown here to advise purchasing of anticipated usage.



this year the company introduced a new Communicator System which incorporated many improvements over previous models. The way purchasing and engineering operate when a new product is being planned is a perfect example of the benefits that come from engineering-purchasing cooperation: Long before anyone even thinks about requisitions or specific ordering quantities, purchasing is called in to discuss engineering plans and manufacturing problems.

#### Prepare Quotation Record

Once the details of what will be needed to make the new product, have been worked out, P.A. Grabarek takes a complete set of blueprints and begins his search for vendors.

For each part or subassembly he makes up a quotation record (see illustration) which serves as a guide in vendor selection.

Copies of the blueprint for each part and requests for quotation are sent out—usually to at least six vendors. It's because purchasing is called in at the start on any new project that it has the time to contact as many vendors as it

feels are necessary. The preplanning phase with engineering is extremely important in helping purchasing get the best materials at the best price.

No attempt is made to follow up prospective vendors who fail to return the request for quotation. Grabarek's view is that, "If they are too slow in quoting or too busy, I'm not interested in having them as a supplier anyway."

#### Check Quote With Blueprint

As the quotations come in to the purchasing department a copy of each is sent to the engineering department. This is to aid engineering in checking the quotation against blueprint specifications.

Every request for quotation carries an invitation to the vendor to suggest changes. If a prospective supplier believes he can make an improvement on the original design, SoundScriber wants to know about it. For example, on a turntable brake for the new Communication System, six quotations were mailed, five were returned, and two vendors suggested changes. One of the two who recommended a design change got the order.

Finally, when engineering is ready to move, purchasing, production and research and development people get together to work out the manufacturing schedule. Production assigns a number to each individual part and releases the completed data to planning. The planning department schedules and requisitions the various components in accordance with marketing and manufacturing plans made by the sales department and top management.

Even after the new unit is in production Grabarek still keeps a complete parts list showing individual unit costs. Thus, he is able to talk intelligently with vendors about ways their products might be used. If a vendor has an item that looks promising, Grabarek has engineering check it out.

This kind of cooperation between purchasing and engineering really pays off for Sound-Scriber. Example: when the company first went into production on its new Communications System, it was using a drive belt that

#### Many Roads To Cost Reduction



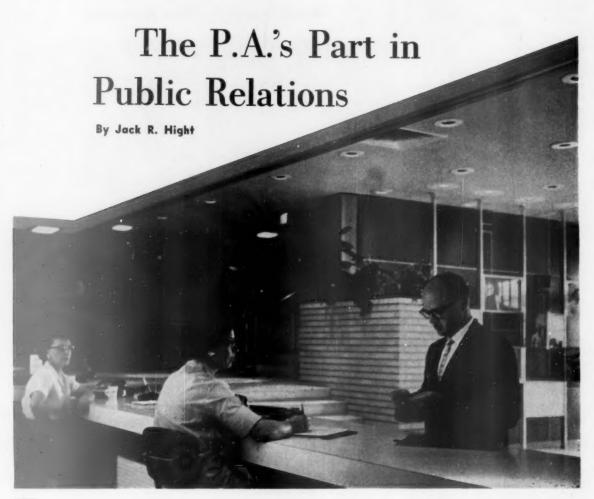
Cost saving ideas are not limited to the purchase price of parts and materials that make a SoundScriber dictating machine. In the photo above, Harry Grabarek (left) is shown discussing the mouthpiece of a SoundScriber with R. W. Fabian, manufacturing engineering supervisor, and F. C. Lawler, supervisor of product engineering.

The result of their conversation is a requisition (below) which will actually increase the cost of this particular part. The change—a minor one—is designed to facilitate assembly of the product; that's where the cost reduction comes in.

	Nº A4873	
ORDER FOR DEPT.	DATE 2-4-60 DATE REQUIRED	1-00-718
FOR USE ON	AUDUTO Plastics, Inc.  ADDRESS SUGGESTED SUPPLIES	
QUANTITY 1 2 3 4 5 6 7 7 8	Alterations to tooling to produce the 430 244 Mia Case & 430 245 Mia cover to latest revisions per que of 1/21/60 and per attached prints dated 2/3/60.	PRICE
		TOTAL

cost \$1.25 each. Grabarek felt this was too high and was determined to do something about it. He called in a group of suppliers, explained the problem and a few weeks later one of the vendors came back with a belt costing only 16¢.

Naturally Grabarek was leary about the quality of the new belt since the price was so low. He turned the belt over to engineering for a thorough test. The results were entirely satisfactory, and as a result, SoundScriber is now saving \$1.09 on every unit it manufactures—just from this one change. It's the kind of saving that might not have been made had engineering and purchasing been at swordspoint as they are in far too many companies. End



W HATEVER YOU CALL this system of economic life we have, it has wrought some pretty special miracles in its day. It is a good system. It has its flaws, but it is a dynamic system that has demonstrated that it can grow with the development of men's ideas and culture. We must prevent its flaws from causing its downfall at the hands of those who prefer complete government control of the economy.

The key factor in the success of this system is belief in the efficacy of competition in stabilizing the conflicting factors at work in the economy.

I worked in Europe and studied capitalism there after World War

II. There are in certain European countries many examples of what happens when over-anxious capitalists decide that competition is such a wonderful thing that we ought to try to "improve" it.

The approaches made all have polite names. In some countries they like to talk about "rationalizing" competition. In other places this influence has other names.

You know and I know that there is a tendency in some sections of our economy to try to "arrange" for "a little more logical" competition in certain fields.

As a vice president of purchases recently said to me, "Some businessmen spend all morning praising competition and all afternoon trying to kill it off or keep it from performing its function in the economy."

This is your charge. You are

the men who can see to it that competition does work. It's in your hands. What are you going to do about it?

This is your most important public relations responsibility.

How did you do today? For our economic system to succeed, it must be possible for new competitors to come freely into the market. How about the little guy trying to get a share of your business for the first time? What kind of a shake does he get? If our system works, and if he has a good product at a good price, he should be able to get his foot in the door.

You are the men. You have to decide if this new infant business firm is to survive—if indeed there is a reason for its survival. If you decide that you can never take a chance on any new outfit as a source of supply, then you

Mr. Hight is director of public relations and advertising for Jones & Laughlin. This is an abstract of an address he made to the Purchasing Agents Association of Akron.

are impairing the proper function of the free enterprise system.

When you take the bids on your big jobs, comparing the proposals of qualified bidders, how do you play the game? Does the business go to the low bidder in all normal circumstances? Remember, this is the operation of competition in perhaps its purest form. This is the core of the economic system we brag about.

I know that from time to time top management may be on hand. I know that in some cases the boss is advising you on a suitable solution as to who should get the contract. But I also know that in most cases, you do not really have any serious interference—that this decision as to how the competitive enterprise system is to work is left right where it belongs—in your hands.

#### Strength Is Essential

Another painful but necessary fact in a free enterprise economy is that the weak should fall by the wayside. When the supplier loses the competitive urge, when he can no longer sell you the best product at the competitive price, with the service you need, what happens? If the system is working right, he should fall by the wavside. There are no roadside shelters for the helpless in the theory of this economic system that we enjoy. It is a brutal thesis, but it is one of the built-in safeguards needed to ensure that the business economy progresses and grows with our society.

You cannot defend an economic system as being best for your company unless you make an effort every day to make it work just as effectively for the common good as is possible.

This contribution to making our economic system work is vital, because the threat to the security of our present economic system is one of the most critical public relations problems industry and business face today.

There is another broad area where purchasing's role is vital to the progress of your company's public relations. And I think this is an area where most companies have already seen the light. There was a time when it was fashionable to treat all salesmen as the

scum of the earth. Now this is unfair, of course, because, next to purchasing agents, salesmen are really the finest men in the world

Business has become so complex that it is almost impossible to untangle the relationships between companies in the business community. We learned a long time ago to be polite to tire salesmen calling at Jones & Laughlin, because we learned that people in Akron also buy steel.

#### **Establish Company Personality**

This problem, however, is deeper and more fundamental than the fact that the hand you bite today may cut your throat tomorrow. The fact is that you and your buyers see tremendous numbers of people. Your company's public relations can be no better than your reputation among the people you contact.

It is the composite of the impressions which you make on vendors, which your company's salesmen make on customers, which your foremen make on your employees, the impression your annual report makes on stockholders, the impression your receptionist gives to every visitor that make your company's personality in the eyes of the public.

In addition to creating the right impression on the salesmen who call, thus avoiding doing a negative public relations job, your department can do much toward telling the story of your company.



"That was some lunch, Charlie. How long has that hot-dog stand been open?"

This can be your major public relations accomplishment. If you are full of facts and enthusiasm about the direction your company is going; if you are bubbling with information about the new product your company is introducing this year; if you are pleased with the way your company treats you and your staff; if you are the vice president of purchases of the best damn company in the world—it will show in your interviews with salesmen.

Allow me to emphasize here what this kind of impression means in the business world. Everybody is "selling" these days, and everybody is suspicious of regular salesmen. But the business world doesn't expect quite the same enthusiasm from purchasing men as it does from salesmen. When you and your buyers reflect genuine liking for the company—it is believable.

#### When a Salesman Calls . . .

You can go further than simply reflecting a positive attitude about your company. You can support the public relations effort of your firm by finding out what kind of company you are trying to be. What picture is your company projecting? Which of these words best describe the kind of company yours needs to be?

Once you know the picture which your company is trying to project, be sure that everyone in your staff knows it. When a new salesman calls on your department for the first time, be begins immediately to size up your company. This is the time to do your part in telling the story of your company in the same way that your company's sales force is telling it.

There are more direct ways in which the purchasing department can contribute to this projection of the picture of the company.

For example, does the man who buys your printing know what kind of company you are trying to be? He can be a strong influence on the picture of your company which is seen by people outside the company. In as ordinary a matter as the selection of letterheads, it is possible for your department to decide wheth-

(Please turn to page 113)

# Giving Purchasing

## The Management Outlook

INTERNATIONAL Business Machines goes all the way in making purchasing a part of the corporation's management. The three top purchasing jobs in each IBM plant carry the title of manager; they have the responsibility and authority that go with the title; and now they are receiving special training in managerial techniques.

IBM's Purchasing Management Training School, a two-week course that will be given to a couple of dozen key procurement men in the company by the end of the year, is probably unique in purchasing. It's designed to stimulate thinking rather than to produce answers to specific problems. A major objective is, curiously enough, to de-emphasize purchasing as a specialized function. The idea is to demonstrate that purchasing people serve themselves and their companies best when they think and act like managers.

Using a high-powered faculty and an impressive group of textbooks, IBM tries to give its purchasing executives:

■ An insight into the general financial structure of business and an understanding of companies' financial positions;

■ A broader awareness of how outside forces—economic, governmental, social and even philosophical affect IBM.

■ Greater understanding of business analysis, forecasting, and long-range planning;

An opportunity to hear and talk with outstanding authorities on business practices and economics:

A chance to exchange ideas and viewpoints in a personal and informal way.

"IBM looks on purchasing as an important function — one that plays a major part in the success of our business," according to corporate director of Purchases Harry J. Moore. "Our purchasing managers' contacts are broad—within the corporation and outside. They work with top management people in IBM and with top management of outside companies. So they must have an understanding of influences that affect us and our costs, and our vendors and their costs."

The ideas students get exposed to during the course range from egg-head theories to shirt-sleeve practicality. Probably very few P.A.'s in the country have ever considered the effect on business of the conflict that exists between literary and scientific minds in our industrialized Western society. But the problem is coveredbrilliantly-in one of the books used in the IBM program, C. P. Snow's "The Two Cultures." More familiar problems are covered in another assigned book, "Production Forecasting, Planning and Control," by MacNeice and Wiley. By the time the course is completed, the gap between the two types of ideas doesn't seem to be so wide after all. The purchasing managers are more aware



Even during breaks the discussions went on, Here Keron O'Neill, General Products Division asks for comment on a passage in a production control handbook from (l. to r.) Bob Hynes, Endicott Plant, Jack Murphy, Kingston Plant, Lou De Rose, De Rose & Associates, and Wes Kipp, Endicott Plant.

Leo Haruk, Owego Plant, points out reading assignment to Roy Henderson, Endicott Plant, during evening study period. than ever of the strength and interrelationship of many seemingly disparate ideas.

The balance of the textbook



Lecturer Lou De Rose hammers home a basic theme: "Full knowledge of the basic elements of sound negotiation is essential to good pur-

Roy Henderson, (1), and Art Brown, San Jose Plant, seem poised to argue a point during a discussion period.

Typical scene in the conference room during a lecture and slide demonstration.

chasing."

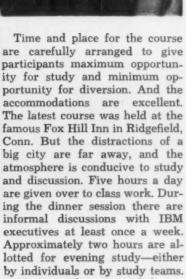


Time for a Coke and a bit of relaxation during a break in an afternoon session.



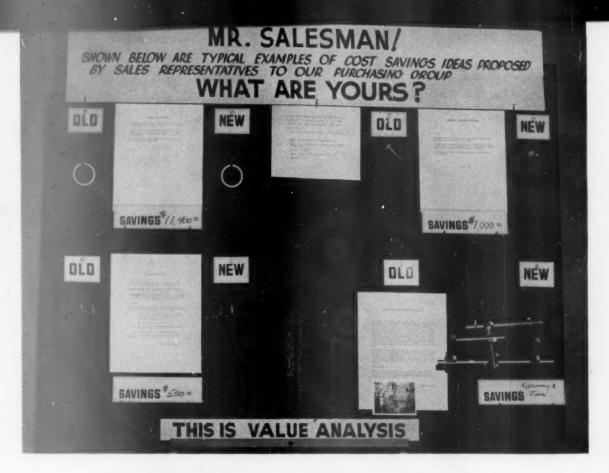
list reflects the breadth of view IBM is trying to instill in its managers: "New Forces in American Business," D. N. Keezer; "Policy Formulation and Administration," Smith & Christensen; "Economic Growth in the United States," Committee on Economic Development; "How to Read a Financial Report;" "Money—Master or Servant?;" "Development of Human Resources in

Business," L. R. Mobley; "Industrial Purchasing," H. T. Lewis; "Purchasing, Principles and Applications," Stuart Heinritz; "Production Control," P. D. O'Donnell; "Industrial Engineering Handbook," H. B. Maynard; "Strategy in Poker, Business and War," John McDonald; "Business Conditions Analysis," J. P. Lewis; "Pricing in Big Business," Kaplan, Dirlam and Lanzilotti.



Classroom lectures and discussions are conducted by topnotch experts. Lecturers at last month's course were: Alman R. Coleman, professor of Accounting, Graduate School of Business Administration, University of Virginia; Louis J. DeRose, president, De Rose & Associates and Executive

(Please turn to page 104)



# Lobby Display Board Peps Up Value Analysis Program

By Harry R. Lanser

VALUE ANALYSIS at Monsanto Chemical Co.'s Texas City plant has gained strength. In the last nine months the program has saved more than \$100,000.

At least partly responsible for this achievement is a new prop— a lobby display board—which has stimulated value consciousness and brought competition into the program. On it, the purchasing department exhibits results of value analysis with before-andafter examples, the amount of money saved, and the names of those who made the VA suggestions.

The board's success can be attributted to two things: It advertises the contributions of value analysis, making both sales representatives who call on us and plant personnel aware of what can be done. And it motivates both groups, especially our own buyers, to give us ideas on how to secure greater value.

The board is inexpensive. It consists of an artist's easel and a piece of 1/8" peg board with conventional hangers and signs. Total cost of materials barely exceeded \$10.00. It can be moved to any of the reception rooms at Texas City where salesmen call on buyers and other plant personnel. Receptionists have reported many favorable comments from salesmen and plant personnel who have seen the board.

Each of the seven buyers at Texas City gets a minimum of two value analysis subjects displayed each month. In this way the board is kept alive.

Since value analysis is not a one man show but requires the assistance of the ultimate material users, they are named in the write-up and given recognition for their contributions to the successful adoption of a value analysis item.

#### Stimulate Ideas

The biggest single advantage of this display is the recognition it brings to buyers and plant personnel for their contributions to Monsanto's profit picture. Previous value analysis efforts did not produce the volume of cost savings ideas that the board has stimulated. Buyers and plant personnel alike now have a feeling of

Mr. Lanser is plant purchasing agent for Monsanto's plastic division at Texas City, Tex.

pride and accomplishment when an idea they have executed appears on public display. Competition between buyers increases their value analysis output.

The board has helped get our plant operating people to produce cost reduction ideas. In addition, sales representatives have come in at an increasing rate with cost saving plans they have seen successfully applied with their products in other manufacturing plants. We therefore get the benefit of the ideas from other plants as well as from our own.

Here are some typical examples of the savings value analysis ideas have produced in the past nine months:

Does the function warrant the cost? The USP grade of a chemical had been used for years. A study was made to determine if a lower price grade could be used and still meet quality specifications. It was found that a technical grade of this chemical would perform the same function for \$1000 a year less.

#### Save Manpower

During the plant fire department's periodic inspections of fire extinguishers, brass tags 2" x 3½", attached to individual extinguishers, were removed by the inspector. The date of inspection and initials were punched on this tag with a set of dies. It was a slow, cumbersome method and required many manhours, considering the large number of ext'nguishers in the plant.

A new laminated plastic tag, able to withstand the elements, is now being used at a considerable savings in manpower, since the inspector can record information on the plastic with a ball-point pen.

Is anyone buying it for less? At our Texas City location we get a very favorable quantity discount on steel fasteners because of high volume purchases. The other Monsanto plants in the Southwest area now get the same discounts by pooling their requirements with ours. Savings of up to fifteen percent have been made.

Is the most economical shipping container used? Because of the small quantities involved the pro-



Harry Lanser, plant purchasing agent (middle) shows vendor representative how value analysis improved laboratory clamp. Looking on is maintenance buyer M. M. Hubbell. Lobby display board is changed each month.



Purchasing staff evaluates gage (l. to r.): P.A. Harry Lanser, Raw Material P.A. W. J. Ray, Maintenance Buyer M. M. Hubbell, and Research P.A. T. C. McDonald.

cedure had been to purchase a certain liquid in fifty-five gallon drums. An air pump installed in head of drum was used to pump the liquid to the second floor. Study revealed that usage had increased to a point where deliveries could now be made by tank truck, unloaded into a bulk storage tank, and then fed directly into the equipment by pipeline.

The lower unit cost in tank truck

quantities, reduced material losses plus a reduction in material handling manhours, has resulted in a \$12,000 per year saving.

Any value analysis program will lose momentum unless the buyers are charged with a self-starting attitude. Our display board is a useful device to help overcome inertia and thus keep up a regular stream of cost saving ideas.

# Recent Decisions in Purchasing Law

By Albert Woodruff Gray, Legal Editor

#### I Functional Design Not Patentable

A FLUORESCENT lighting housing had been granted a design patent although it consisted of a plain, unornamented lighting fixture for illuminating gasoline service stations. When the owner of this patent brought suit for infringement of the design, the the patent was held invalid.

In rendering its decision that this design was not patentable within the interpretation of the patent statute, the U. S. Court of Appeals said; "A design patent cannot be obtained to protect a mechanical invention or cover an article whose configuration affects its utility alone."

To this statement the court added: "The courts have many times held that a purely conventional design or one dictated by mechanical or functional requirements is not patentable. Design of the fluorescent lighting fixture in suit represents merely the expected skill of designers and mechanics working in the art and did not represent design invention."

Spaulding v. Guardian Light Co. 267 Fed. 2d 111, Illinois, April 21, 1959

#### II Refusal to Sell Held Illegal

In A SUIT against a manufacturer of auto radios a distributor charged that by refusing to fill the distributor's orders the manufacturer violated the antitrust laws. This manufacturer, the suit contended, had asserted that its new line of radios would not be available to the distributor, and was joined in this conspiracy by two of the distributor's competitors.

The manufacturer asked the

court to dismiss the suit on the ground that he had the right to select those with whom he would deal or even had the right to grant an exclusive distributorship. The court denied this. "The right to select one's customers is not an absolute right. Its use as an instrument in the furtherance of a conspiracy denounced by the antitrust laws brings it within the ban of those laws.

"The charge here is that the manufacturer conspired to restrict competition by the distributor. The manufacturer cannot avoid the charge by saying that what it did in furtherance of the conspiracy was something which, apart from the conspiracy, it might have been free to do.

"It is enough that it charges a combination or conspiracy for one of the purposes denounced by the law, the restraint of trade by the restriction of the distributor's ability to compete in the automobile radio market by continuing to offer its customers the manufacturer's product."

Hub Auto Supply, Inc. v. Automatic Radio Mfg. Co., 173 Fed. 2d 396, Massachusetts, May 22, 1959

#### III The "As Needed" Contract

A CONTRACT for the manufacture and sale of tools provided that the customer would purchase from the manufacturer such tools as he "would need" for a specific period. When the manufacturer failed to supply the tools the customer brought suit. The manufacturer contended that the contract was lacking in mutuality—that both parties to the agreement were not obligated and bound to perform—and hence, was neither binding nor valid.

The court held that the contract was valid and binding. "It has been stated that mutuality of obligation means that both parties to an agreement are bound or neither is bound. However, a contract need not be reciprocal at to every separate obligation. It is sufficient that it legally obligates both parties to abide by and perform its conditions."

Hall v. Gruesen, 161 N.E. 2d 344, Illinois in September 14, 1959

## IV Defects in Manufacture

A TWO-INCH RUBBER bonded abrasive wheel, purchased from the manufacturer, burst and threw fragments into the face of an employee of the purchaser. When the victim brought suit, the manufacturer contended it owed no duty to anyone with whom it had no contract and that it had no contract with this injured workman.

In its refusal to accept this argument the California court stated: "In my opinion it should now be recognized that a manufacturer incurs an absolute liability when an article that he has placed on the market, knowing it is to be used without inspection, proves to have a defect that causes injury to human beings."

"Irrespective of privity of contract the manufacturer is responsible for an injury caused by such an article, to any person who comes in lawful contact with it. In these cases the source of the manufacturer's liability was his negligence in the manufacturing process or in the inspection of the component parts supplied by others.

"Even if there is no negligence however, public policy demands that responsibility be fixed whereever it will most effectually reduce the hazard to life and health inherent in defective products that reach the market. It is evident that the manufacturer can anticipate some hazards and guard against the recurrence of others as the public cannot."

Peterson v. Lamb Rubber Co., 343 Pac. 2d 261, California, September 30,

## V FTC Probes Unfair Competition

A PETITION by the Federal Trade Commission before the U. S. District Court demanded that a manufacturer obey a subpoena to produce its records. The F.T.C. was investigating the sale of products at unreasonably low prices with the intent to eliminate competition or sell such products to different customers at discriminatory prices. The manufacturer refused to obey the subpoena on the ground that the Commission had exceeded its authority in making this demand.

In its order that the subpoena be obeyed the Federal court said: "It is reasonable to assume that the type of price discrimination which the Commission was investigating involved what might, upon proof, develop to be an unfair method of competition, which it is the explicit function of the Commission to investigate, prevent and prohibit.

"The Commission has authority to issue the subpoena here involved under its extensive powers to investigate, prevent and prohibit 'unfair' practices or 'methods of competition.' The prohibition of discriminatory practices through sales at 'unreasonably low prices' to favor customers is within its powers. The concept that unfair competition may arise from such discriminatory practices is a certain and valid standard."

F. T. C. v. Hunt Foods and Industries, 178 F. S. 448, California, October 27, 1959

#### VI "Call" Contract Enforceable

A CONTRACT made by a lumber company with the federal government provided in part: "The contractor shall furnish and supply to the Government lumber storage services and special lum-

ber millwork services in connection with Government-owned lumber delivered to the contractor's plant.

"The contractor shall furnish said services when and as the Government may make calls for hereunder during the period set forth."

In a suit subsequently brought by the lumber company the government contended that the agreement was not a binding contract and that such a contract arises only upon the issuance of a call made pursuant to the provisions of the agreement.

On the other hand, the lumber company insisted that under this agreement the government was obligated to have all its requirements for lumber storage and millwork services in that area furnished by the lumber company.

The federal appellate court sustained this argument. "Although the contract from its terms could be characterized as a 'call' type contract," said that court, "it could not from its terms be classified as one in which the parties had eliminated all reasonable doubt of its also being a 'requirements' type contract.

"From the language used it is not unreasonable that the parties intended that clause should be met when and as the Government required the services for the western United States during the period of the contract. It is elementary that a contract in which one party has agreed to supply and the other party has agreed to take all of its requirements, if it has any requirements, for a specified period, has the necessary mutuality of obligation to form a valid and enforceable contract."

Lowell O. West Lumber Sales v. U. S., 270 Fed. 2d 12, California, August 14, 1959

#### VII Contract of Sale or Return

G OODS WERE delivered to a purchaser in Louisiana under a "contract of sale or return." After the order had been given and the goods delivered the purchaser concluded he did not want them and asked the seller to retake them, to which the seller agreed. When later, the seller brought suit for the recovery of the value of the goods, the "sale or return" agreement was interposed as a defense.

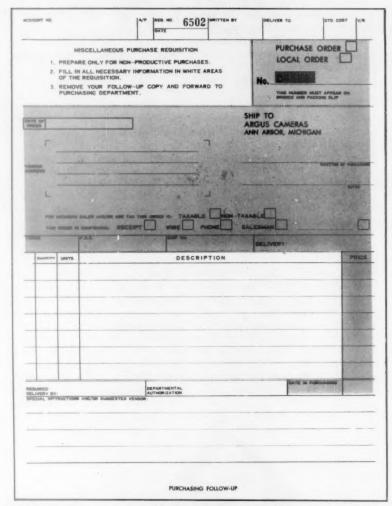
In its decision denying the seller a recovery, the court said: "Both parties agree that the materials were sold and/or delivered to the purchaser under what is sometimes denoted in our jurisdiction as a 'contract of sale or return." Under such a legal relationship the goods are sold and

(Please turn to page 80)



"A purely conventional design, or one dictated by mechanical or functional requirements, is not patentable."

# Cash and Carry Order Cuts Paperwork



Under Argus cameras' unique local order procedure, this six-part purchase requisition form is used for internal copies of the purchase order and for the receiving report.

REQ NO. AMOUNT		argus cameras  Division of Systemic Bactric Products Inc. Ann Arbor. Michigan CAMBRAS AND ORTICAL INSTRUMENTS  No. 132	29
	PAY TO THE ORDER OF		
NORE AMOUNT	HOT VALID IN EXCESS	OF \$100.00	_
ASH DISCOURT (3796)	PAY	DOLLARS CENTS 5	
KIRSE TAX			_
ALES TAX			
OTAL AMOUNT THES ORDER	ANN ARROR BANK	80 - 301014 - 3 PURCHASE ACCOUNT	-

Purchasing has its own checking account. Buyers issue checks to pay for small, local orders when they make their buy. Suppliers get paid when they deliver.

SMALL orders are a problem for both buyer and seller. In the aggregate they generate as much as 25% of the paperwork even though they account for not more than 5% of purchase dollar volume.

Argus Cameras, Div. of Sylvania Electric Products, Inc., Ann Arbor, Mich. has been fighting the small order problem for years. Its first small order procedure was reported in Purchasing Magazine in October, 1955. ("Unique Answer to the Small Order Problem," p. 93.) This procedure has now been revised and new forms have been designed to reflect the experience the company had in handling small orders.

Argus applies its current small order procedures only to nonproduction materials that are not purchased on traveling requisitions. The buyer reviews the requisition and may issue a special small order form if the purchase involves a:

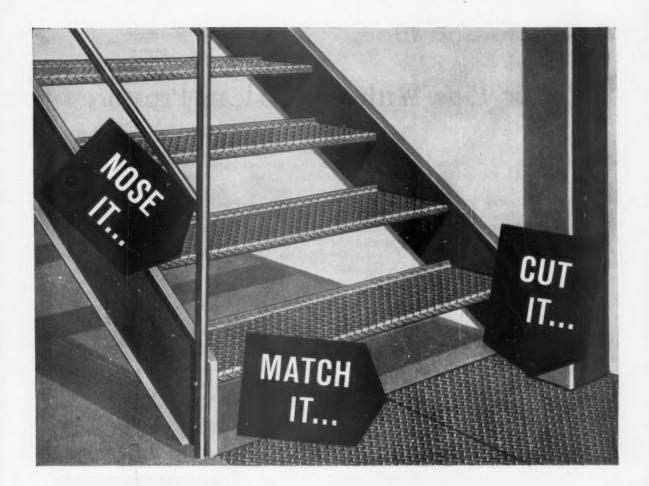
- (1) Single shipment delivery.
- (2) Supplier in local area.
- (3) Delivery other than by common carrier.
  - (4) Value under \$100.
- (5) Delivery within a reasonable length of time.

Argus uses a Miscellaneous Purchase Requisition form that can be used either for regular purchase orders or for small, local orders. The 8½ x 11 6-part form resembles a purchase order.

The requisitioner fills in the description and quantity parts of the form and keeps one copy. The buyer writes in the supplier data and price and fills out a check drawn against a special account to pay for the order.

Then the buyer telephones the order to the supplier, removes the top copy of the requisition for his follow-up file, and gives the check and requisition set to his senior buyer for signature. The receiving department then holds the check and the remaining four copies of the requisition until the supplier delivers. The supplier gets the check and a copy of the requisition.

Both Argus and the supplier are saved the expense of processing an invoice and purchase order.



# Alan Wood Super Diamond floor plate ... is easy to fabricate

Here's a heavy duty floor plate that can be sheared, formed, welded, and easily matched. The arrangement of the unique A.W. Super Diamond pattern allows you to bend it at any place.

A. W. Super Diamond will last for years... provides a safe, non-skid footing at all times. Easy to clean? A. W. Super Diamond can be swept, hosed or mopped easily . . . from any angle.

For easy fabrication and installation...for safety...for long wear ...specify A. W. Super Diamond. Write for Bulletin SD-S5





### ALAN WOOD STEEL COMPANY

Conshohocken, Pa. . STEEL PRODUCERS WITH THE CUSTOMER IN MIND

DISTRICT OFFICES AND REPRESENTATIVES: Philadelphia • New York • Los Angeles • Boston • Atlanta Cincinnati • Cleveland • Detroit • Houston • Pittsburgh • Richmond • St. Paul • San Francisco • Seattle Montreal, Toronto and Vancouver Canada: A. C. Leslie & Co., Ltd.



## Products and Ideas

## Plastic Pipe Withstands Heat, Pressure

LASTIC PIPING that can handle anything from hot water to hot acid has been developed to replace metal piping in the building, chemical, and automotive industries. The material is called hi-temp Geon, made by the B. F. Goodrich Chemical Co.

The new plastic, a type of polyvinyl dichloride, can withstand temperatures 60 degrees higher than conventional vinyls—up to 200 degrees F—at pressures up to 150 psi. In addition, it is non-flammable, lightweight, resists impact and corrosion, and provides good thermal insulation.

Hi-temp Geon is still in pilotplant production and will not be available in commercial quantities until new production facilities are completed next year. Several leading pipe manufacturers, however, are considering methods of marketing the product.

The combination of a number of useful properties make it practical to use Geon piping in severe industrial applications, such as handling hot acid under pressure in electroplating plants. In tests, the material has stood up while in contact with 98% sulphuric acid at 185 degrees F for 30 days. It will not support combustion and has been rated as self-extinguishing by the A.S.T.M.

#### Easy to Handle

Low cost and ease of handling make Geon piping an important contender for the plumbing market. It can be joined by merely wiping the pipe end with a solvent and inserting it into a fitting of similar material. It can be cut with an ordinary saw and formed to curvatures by heating.

Pipe made of the high-temperature vinyl has high mechanical strength capable of spanning normal distances between supports. It has sufficient impact strength to stand shocks encountered in handling and installing, and its low thermal conductivity reduces heat transfer. The pipe remains cool—compared to hot liquids that may be flowing through it—and it keeps condensation to a minimum when carrying cold liquids.

Goodrich, which has developed the new material and manufactures the resins, sees additional applications in automotive parts, camera cases, household appliances, etc. Like conventional vinyl, hi-temp Geon can be extruded, molded, formed, or stamped on existing plastics-processing equipment.



Lightweight pipe made of high-temperature vinyl plastic Geon can be coupled by coating the end with a solvent and then inserting it into a fitting of the same material. If desired, it may also be threaded in the usual way.



Although pipe can take temperatures up to 200 degrees F, low conductivity keeps the outside cool. Here 180 degree F water going through copper pipe on left melts alloy, while same material on Geon is not affected.



high strength and stability

In the search for favorable strength-to-weight ratio, high temperature alloys have been developed with extreme strength up to 1000 F, but at the expense of ductility.

In AM 350 and AM 355, Allegheny Ludlum's precipitation hardening stainless steels, you have high hardness and stability from room temperature to 1000 F, plus almost twice the ductility!

These advantages are followed by easy formability using normal techniques. AM 350 and AM 355 can be brazed and welded as easily as the common stainless steels. They can be spun, formed and machined without special preparation.

AM 350 is available commercially in sheet, strip, foil, small bars and wire. AM 355, best suited for heavier sections, is available commercially in forgings, forging billets, plates, bars, wire, sheet and strip.

For further information, see your A-L sales engineer or write for the new technical booklet, "AM 350 and AM 355." Allegheny Ludlum Steel Corporation, Oliver Building, Pittsburgh 22, Penna.

## ALLEGHENY LUDLUM

EVERY FORM OF STAINLESS . . . EVERY HELP IN USING IT For More Information Write No. 188 on Place Mark Card-Page 32

August 1, 1960

69



### LOOK BEHIND THIS NAMEPLATE



## .. you'll find a background of 23[] years' experience

It's almost fifty years ago that our founder, Halsey W. Taylor, pioneered the development of drinking-water equipment with a revolutionary, health-safe mound-building projector. He is still active today. Add his many years of specialized knowledge to that of our key personnel in research, design and engineering . . . and you'll find a combined experience of 231 years!

That's why it pays to look for this nameplate. It distinguishes a fountain or cooler that's Taylor-made... a product of ripened experience designed with an eye to tomorrow.

### The Halsey W. Taylor Co., Warren, O.



New Wall-Mount

A Halsey Taylor first.

Mounts on wall, off the floor. Easily kept clean.



New "All-Climate"
Outdoor Wall Fountain
Designed for outdoor use

Designed for outdoor use where temperatures drop below freezing. New allweather features.



The Popular Wall-Tite
No exposed fittings.
Fits tight against the
wall. Space-saving!

### ASK FOR LATEST CATALOR, SEE SWEET'S OR THE YELLOW PAGES

For More Information Write No. 189 on Place Mark Card-Page 32

#### **Products**

#### Versatile Ribbon and Wire Forming Machine

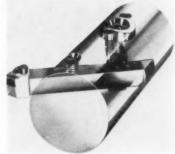


An inclinable ribbon and wire forming machine for the highspeed production of stamped and formed parts of ribbon metal or wire stock is capable of operating from any angle, horizontal 0 degrees to vertical 90 degrees. Unit is versatile and highly flexible, permitting efficient production for large and small operations at much lower cost than with machines of less advanced design. It will accept feed lengths up to 81/2" in., wire diameter mild steel to 3/32 in., and ribbon metal stock widths to 11/2 in. It can turn out 75-300 parts per minute at normal speed with a variable speed drive. Production can be increased to 400 parts per minute by incorporating high speed cams and short feed. Standard equipment includes a variable speed motor. automatic lubrication by metered oil outlets, split cams at all forming positions. Features include form bracket with two vertical motions rather than one, and a dual mounting symmetrical press unit which can be mounted at front or rear of metal line. Press units are rated for 4 tons, and two units can be mounted. Machine can be utilized with automatic receiving equipment, including conveyor, rotary table stacking units, horizontal arbor for applying adhesives, etc. The Baird Machine Co., 1700 Stratford Ave., Stratford, Conn.

Write No. 18 on Place Mark Card-Page 32

#### Throwaway Inserts for Boring Tool Line

Cutters with standard throwaway carbide inserts are designed for use in micrometer-adjustable tooling. Assemblies are available in stub boring tool sets, stub and line bars, multiple-cutter boring heads, extension boring heads, etc. Throwaway insert cutters are interchangeable with standard HSS or carbide cutters. Cutter is



adjustable in increments of .0001 in. by means of direct-reading micrometer dial screw. Adjustment can be made without releasing setscrew pressure on tool shank. Davis Div., Giddings & Lewis Machine Tool Co., Fond du Lac, Wis.

Write No. 19 on Place Mark Card-Page 32

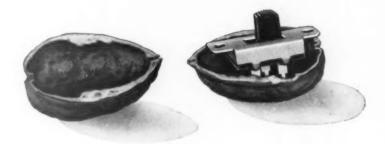
#### Pocket Radio Requires Less Battery Power



An all-transistorized shirt-pocket personnel radio communications receiver with miniaturized circuiting boasts audio efficiency and requires 35% less battery power. Unit weights only 12 oz. with battery and is designed for indoor and outdoor voice-paging. Adjustable volume and squelch controls are easily accessible. General Electric Co., Communication Products Dept., Lynchburg, Va.

Write No. 20 on Place Mark Card-Page 32

# 6-amp jobs for low cost slide switches as small...



#### as 3-amp and 1-amp Stackpole Slide Switches

With dependable switches such as this 6-ampere Type SS-36-1 you can often make cost savings up to 50% over conventional appliance switches . . . and improve the convenience and styling of your electrical products in the bargain!

New Stackpole SS-36-1 is but one of 15 standard types with U.L.I. ratings from 0.5 to 6 ampere that cover practically any needed switching arrangement from SP-ST to 4-position, multi-pole. And trigger knobs in 10 attractive colors add real decorative appeal.

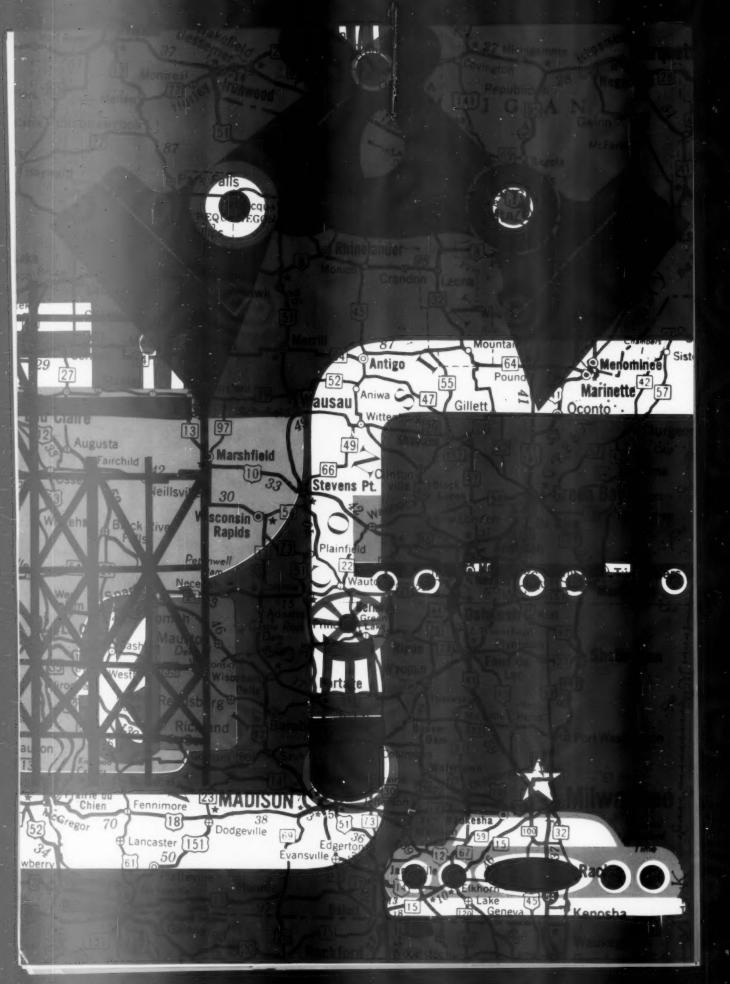
Write for Bulletin RC-12D for full details on today's most complete line of versatile slide switches and accessories.

Electronic Components Div.,

STACKPOLE CARBON CO., St. Marys, Pa.



COLDITE 70+ FIXED COMPOSITION RESISTORS • VARIABLE COMPOSITION RESISTORS • CERAMAG® FERRITE CORES • ELECTRICAL CONTACTS • BRUSHES FOR ALL ROTATING ELECTRICAL EQUIPMENT CERAMAGNET® CERAMIC MAGNETS • GRAPHITE BEARINGS & SEAL RINGS • AND HUNDREDS OF RELATED PRODUCTS



#### INLAND STEEL IS

#### HERE

Here, since Inland's earliest days in the business of making steel for industry. And as this phenomenally productive area grew in stature and might, so too did Inland—learning at first hand the limitless needs of Wisconsin's creative men. For out of this electrifying atmosphere has come a bewildering array of products...

20-stories-high power shovels, enormous earthmoving equipment, materials handling equipment, giant overhead cranes, drilling pipe,

transmission pipe—the "Big Inch" for the nation's oil and gas industry—millions of cans for the brewers of beer and the state's great vegetable pack, mining, dairy and road-making equipment... turbines, electric and diesel engines... automotive frames, mufllers and ignition systems. Here, too, is the home of the biggest single auto-assembly plant in the nation.

From Wisconsin comes wonderful cheese and dairy products, more canned peas than from any other state in the Union, cherries, cranberries and the products of our country's greatest paper mills. Here, is Taliesin-East, Frank Lloyd Wright's famous workshop for architects ... the white frame house where in 1854 the Republican Party was born ... the shipbuilding towns along the shores of Lake Michigan ... millions of acres of game-filled forests, thousands of crystal clear lakes and the best muskel-

Here, in Milwaukee, Inland Steel established its first District Office. Here, Inland is not only a supplier of steel, but an intimate part of the whole—buyer of machines and equipment for its mills—mining its

limestone at Manestique, iron ore at Ishpeming, Iron River and Crystal Falls in Upper Michigan—building its ore carriers like the giant "Edward L. Ryerson" at Manitowoc.

Today Wisconsin manufacturers look to Inland for sound metallurgical advice, depend upon Inland for prompt steel delivery, know the company's long record of quality and service. As it has been in the past, Inland is here . . . and here it will be in all of Wisconsin's great tomorrows.

#### INLAND STEEL COMPANY

30 West Monroe Street

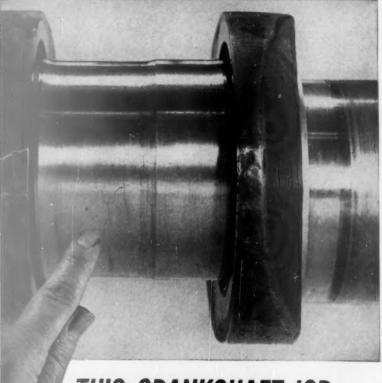
Chicago 3, Illinois

Sales Offices: Chicago • Davenport • Detroit • Houston • Indianapolis Kansas City • Milwaukee • New York • St Louis • St Paul



66 years of service to the Industrial Middle West

For More Information Write No. 191 on Place Mark Card-Page 32

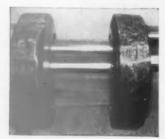


#### THIS CRANKSHAFT JOB **NEEDS A SPECIALIST**

This is specialized work, rebuilding crankshaftsintricate, exacting, and naturally expensive. It's the kind of work that demands a specialist . . . and we are just that!

We've specialized in rebuilding crankshafts, because since 1916 we've made crankshafts. And who knows better than a maker what are the "musts" of a sound, economical repair job. We'll take your worn crankshaft and rebuild it, if salvagable, through the carefully controlled steps of grit blasting, replating, regrinding and thorough inspection. And we'll deliver it back with a guarantee for 100% performance that only a manufacturer-specialist can provide. May we quote on your next job?

For more details on crankshaft repair write for Bulletin RC-3



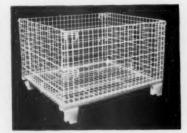


This is a finished, repaired crankshaft, after processing by National Forge.

#### For More Information Write No. 192 on Place Mark Card-Page 32

#### **Products**

#### Collapsible Wire Boxes Store Easily



Collapsible wire mesh boxes which fold to pallet height for easy storage are intended for use on production lines, for shipping or for warehouse storage. Boxes are fabricated from 2-gage, 70,000 psi minimum tensile strength wire, welded into 2 x 2 in. spacing. Sides are helixed to the ends at opposite corners for easy folding and also to the deck section for extra strength. Available in two series with differing leg designs, boxes have capacity of 2000 lbs. which can readily be increased to 4000 lbs. Republic Steel Corp., Berger Div., 1038 Belder Ave., N.E., Canton 5, Ohio. Write No. 21 on Place Mark Card-Page 32

#### "Any-Speed" **Midget Transmissions**



Midget transmissions designed for applications of 1hp or less convert any constant speed input power into an infinitely adjustable output speed. Depending on choice of integral control device, one or more adjustable speeds can be selected and preset, in one or both directions up to 1650 rpm. Integral with these units is gear pump for supercharge, control

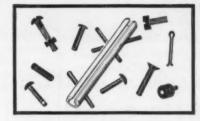
(Please turn to page 76)

How can

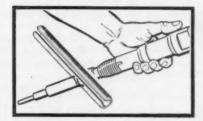
this simple fastener cut the cost of your product

Rollpin aids standardization and reduces inventory

Rollpin readily replaces taper pins, grooved pins, straight pins and set screws; it can be used as a locating dowel, hinge pin, cotter pin, stop pin or, in some applications, even as a rivet. Thus, when you standardize on a Rollpin you can drastically reduce the variety of fasteners in your inventory-save money in purchasing, storage space and stock handling.

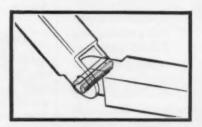


Rollpin simplifies production processing . . . saves man-hours When you use Rollpin you can eliminate costly precision drilling, or tapping operations. And there's no need for any secondary locking operation-such as lock wiring or peening. That's because Rollpin is a slotted tubular steel spring whose chamfered ends drive easily into standard production-drilled holes, compressing as driven. The spring tension against the hole walls retains Rollpins securely against severe vibration. Independent studies have shown that installed costs of Rollpin are as much as 91% less than those for a dowel pin or 95% less than the installed cost of a taper pin.



Rollpin simplifies product maintenance

Only a drift pin or standard punch is required to remove a Rollpin. The slotted tubular shape and the spring action principle do not damage hole walls or enlarge the original hole diameter. Consequently the same pin is easily re-inserted and can be used again and again. Mail our coupon today for the complete Rollpin story.





product of **Elastic Stop Nut Corporation of America** 

Dept. R58-815 Elastic Stop Nut Corporation of America 2330 Vauxhall Road

Union, New Jersey Please send the following free fastening information

Rollpin bulletin

ELASTIC STOP® nut bulletin Here is a sketch of a fasteni problem. What ESNA® fasten



# Speed work, cut costs with B&D accessories

Whether you are hogging-out or fine-finishing a surface...there's a Black & Decker Sander made for the job with a B&D accessory made to do it better, faster.



DUST COLLECTING



"KOOLFLEX" BACKING PAD



WIRE CUP

Throughout Black & Decker's entire tool line there are over 2,000 B&D accessories to do each job better, faster. Whatever you may need ... grinding wheels, hammer tools. screwdriver bits. wire wheel brushes, hole saws, polishing pads...use a B&D accessory with a B&D tool. They're made for each other. Your local Black & Decker distributorstocksthem all. So give him a call.

ack & Decker.

ACCESSORIES DESIGNED FOR THE TOOL

For More Information Write No. 194 on Place Mark Card—Page 32

#### **Products**

(Continued from page 74)

and auxiliary service, a cooling fan, a fluid reservoir case, and over-load relief valves. All working parts are pressure or flood lubricated and totally enclosed. The Oilgear Co., 1572 W. Pierce St., Milwaukee 4, Wisc.

Write No. 22 on Place Mark Card-Page 32

#### Compact and Powerful Vertical Grinders



Compact and powerful vertical pneumatic grinders are available in spindle and collet chuck models. Designed for flash removal, snagging, weld smoothing, etc., grinders are particularly useful in deep cavity molds and other hard-to-get-at places. Weight is 2 lbs. Threaded spindle model operates at 18,000 rpm, for use with 3 in. diameter depressedcenter wheel, 1/8, 3/16 or 1/4 in. thick with % in. arbor hole. Collet chuck vertical grinder is available with speeds of 18,000, 20,000 or 22,000 rpm, with 1/4, 3/16 or 1/8 in. collets. Thomas C. Wilson, Irc., 21-11 44th Ave., Long Island City, N.Y.

Write No. 23 on Place Mark Card—Page 32

#### Drive-Through Rack Doubles Storage Space

A drive-through rack eliminates aisle space to double storage capacity. Rack comes 97% assembled, and an 18 ft. high rack for 126 pallets requires only 16 manhours to complete. Bays can be made as deep as needed and as high as lift trucks can reach. Racks have overhead bracing which gives structural strength by tying rack into single rigidly aligned unit. Both ends are completely open for loading and unloading. Pallets are conveniently

stationed on support rails running on both sides of each bay. Width of bays is determined by pallet



sizes. Sturdi-Bilt Materials Handling Div., Union Asbestos & Rubber Co., 332 S. Michigan Ave., Chicago, Ill.

Write No. 24 on Place Mark Card-Page 32

#### Series of Ten Heavy-Duty Drills



Ten heavy-duty drills for industrial use feature increased power, a variety of chuck capacities, and a wider range of applications. Ranging from ¼ in. drills to % in. sizes, they are designed for wood, metal, brick, cement block and plastic, with speeds ranging from 750 rpm to 5000 rpm. Series includes: an economy, all ball bearing drill for duct work and aircraft sheet metal; a line of pistol grip models for precision work where correct speed is a factor; and a "D" handle drill specifically for "in-line" drilling operations. One model features a highly accurate keyless chuck which can be changed in seconds by a twist of the fingers. Porter-Cable Machine Co., Seneca St., Syracuse, N. Y. Write No. 25 on Place Mark Card-Page 32



## For any surface, rough or fine...look to Black & Decker's complete Sander line!



FAST FINISHING NO. 88 H.D. SANDER leaves no swirl marks for a satiny surface. Sand with, against or across the grain.

HUSKY H.B. SAMDER - GRINDER ideal for heavy-duty sanding or grinding jobs. 4 models to fit every type of industrial use.





DUSTLESS BELT SANDER with unique vacuum hook-up. Sand all surfaces free from dust. Choose from six H.D. models.

NEW 7" BALL-BEARING SANDER makes sanding, brushing and polishing light and easy. 4 models, ideal for contour sanding.



For heavy-duty material removal or satin smooth surfacing, for a fast finish or dustless performance . . . there's a Black & Decker Sander just made for your job. Belt, disc or orbital design, every Black & Decker Sander is high-powered for standout service to stand up under any work load . . . well-balanced for easy handling, effortless sanding . . . fully protected against abrasive dust and dirt. B&D Disc Sanders double perfectly for grueling grinding jobs, too.

See the complete line. Clip and mail this coupon NOW . . . or call your nearby B&D Distributor.



THE BLACK & DECKER MFG. Co., Dept. 1708
Towson 4, Md. (In Canada: Brockville, Ont.)

- □ Please arrange a demonstration of a B&D Sander.
- ☐ Please send additional information on\_

2-----

...

Address

ity Zone Stat

rs Scruguns®

Bench Grinders

## NORPLEX

## SUPERIOR QUALITY industrial laminates

laminates are produced in accordance with standard N.E.M.A. specifications and MIL-P specifications. Many special grades including a variety of copper clad laminates for the manufacture of printed circuits are also available.

Northern Plastics Corporation produces over 60 standard grades to meet your requirements for flame retardancy, low power factor @ 60 cycles, arc resistance, cold punching, minimum odor, high insulation resistance and excellent mechanical properties.

may we send you our brochure?

#### NORTHERN PLASTICS CORPORATION

La Crosse 8, Wisconsin Offices in Principal Cities



#### **Products**

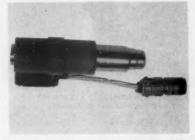
#### Low-Cost, Compact Utility Car



A low-cost "compact" utility car resembles a pint-sized wartime jeep. It is 105 in. long, 48 in. wide, has a 40 in, tread and a 63 in. wheel base. Although tiny car weighs only 1100 lbs. it is capable of carrying a 1000 lb. payload at speeds up to 50 miles per hour, while still delivering more than 30 miles per gal. Car has conventional transmission, with synchromeshed second and high, and is powered by 35 HP, overhead cam, liquid-cooled 4-cylinder gasoline engine. Crafton Marine Engine Co., 888 Gulf St., San Diego 1. Calif.

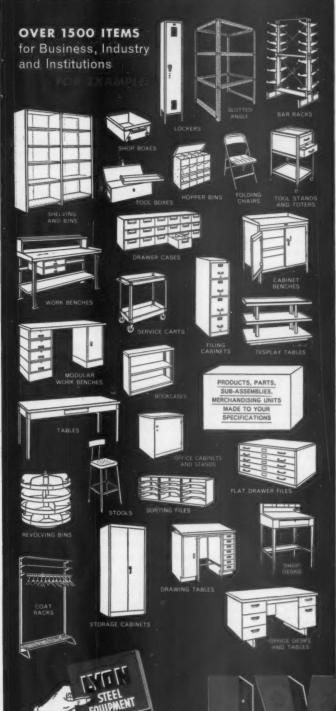
Write No. 26 on Place Mark Card-Page 32

#### Tiny Actuator Gives Emergency Power



A miniature electrical actuator provides mechanical power for emergency operation of switches, valves, fire protection apparatus, etc. Operating with input as low as 1.5 amperes at 20V, device releases initial mechanical force of 70 lbs. Wide range of electrical and mechanical variations is offered. Electro-Seal Corp., 946 A North Ave., Des Plaires, Ill.

Write No. 27 on Place Mark Card-Page 32



# HIPMENT from TOCK\*

... another dividend when you buy

QUALITY PROTECTED

LYON STEEL EQUIPMENT

THE "QP" ON EVERY LYON CARTON IS YOUR ASSURANCE OF QUALITY EQUIPMENT

See your Lyon Dealer for delivery from stock of the world's most diversified line of steel equipment.

#### LYON METAL PRODUCTS, INC.

General Offices: 833 Monroe Ave., Aurora, Illinois Factories in Aurora, III.—York, Pa.—Los Angeles Dealers and Branches in All Principal Cities

THIS CATALOG ILLUSTRATES
THE WORLD'S MOST
DIVERSIFIED LINE
OF STEEL EQUIPMENT
IT'S FREE!

STEEL EQUIPMENT

For More Information Write No. 196 on Place Mark Card-Page 32

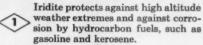


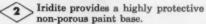
ELECTRIC

# for protection on light metals

#### you need | RIDITE

#### PROCESS ENGINEERED CHROMATE CONVERSION COATINGS





3 Iridite protects against corrosive storage conditions.



#### And, Iridite gives you these additional advantages:

ON ALUMINUM—needs only normal precleaning. Film withstands cold forming or bending. Easily heliarc welded. Unusually low electrical resistance. Clear, yellow or dye-colored finishes.

ON MAGNESIUM—short immersion, room temperature solution, no electrical equipment. Corrosion protection relatively unaffected by high drying temperatures. Applicable to all alloys. Low electrical resistance. Color ranges from light gray to dark brown.

IRIDITE—a specialized line of chromate conversion coatings for non-ferrous metals. Easily applied at room temperatures with short immersion, manually or with automatic equipment. Forms a thin film which becomes an integral part of the metal. Cannot chip, flake or peel; special equipment, exhaust systems or highly trained personnel not required.

Iridite is approved under government and industrial specifications.



CONVAIR-

ASTRONAUTICS



#### Allied Research Products, Inc.

4004-06 EAST MONUMENT STREET + BALTIMORE 5, MARYLAND BRANCH PLANT: 400 MIDLAND AVENUE + DETROIT 3, MICHIGAN West Coost Licenses for Process Chesistric L. M. Betcher Co.

European Agent: Sture Grankerger, Sturgaton 10, Studinsin, Swedon of and Electrochamical Processes, Anades, Recitiers, Equipment and Supplies for Motal Emissing











For More Information Write No. 197 on Place Mark Card-Page 32

#### Recent Decisions in Purchasing Law

(Continued from page 65)

delivered to the buyer with a right on his part to return at his option all or part of the goods within a reasonable time or within a time specified by the contract and to be liable only for the balance he keeps.

"The exercise by the purchaser of his privilege to return the goods in accordance with such a contract absolves him of liability to pay for those returned or whose return is tendered and refused. Upon the seller's refusing to accept the return of the goods the purchaser holds them as the former's bailee or depository and is not responsible for their loss or deterioration in the absence of fault on his part."

Reddy v. Meyers. 111 So. 2d 900, Louisiana May 1, 1959

#### VIII Employee Agrees Not to Compete

AN AGREEMENT made with an engineering employee by a corporation engaged in the design and sale of self-lifting docks stipulated the employee would not "for a period of two years after the signing of this agreement compete or assist anyone to compete with the employer in any business related to the employer consisting of engineering and sales of docks, barges, platforms and similar equipment for marine and/or oil field use including equipment making use of self-lifting mechanisms, pneumatic, mechanical, manual or otherwise, any place in the world."

After the termination of his employment the engineer became engaged in successive and successful projects directly in competition with this employer. In its decision for an injunction against the continued violation of this agreement, the United States District Court said: "There is no doubt that negative covenants by an employee not to compete with his employer when he leaves employment are no longer void in themselves but are held to be invalid only if they are unreasonable or in restraint of trade.

(Please turn to page 82)

For More Information about ad on facing page Write No. 198 on Place Mark Card—page 32→

PURCHASING



#### This box tells an amazing story—inside and out

(More packaging news from International Paper)

Read how a bright printing surface and lightcolored interior are combined in IPX\* Board.

Now, International Paper has developed an economical packaging board to meet the challenge of today's mass marketing.

Over 2½ years ago, our skilled craftsmen went to work. First, they developed a new papermaking technique to blend two different pulps into one. Fine bleached sulphate pulps and inexpensive groundwood pulps. The result—IPX. A machine clay-coated board with a bright surface and light-colored interior.

Next, they subjected IPX Board's smooth, bright surface to printing, varnishing and lacquering tests. It printed beautifully. Varnish and lacquer coatings retained lasting color brilliance and uniformity.

Today, quality printing (up to 175-line screens) on IPX results in packages that practically *sell on sight*.

At International Paper's research centers and 16 mills, experimental papermaking processes and packaging innovations, such as IPX Board, are in continual development.

That is why International Paper can provide you with the widest range of papers, boards and packaging assistance in the industry. Call us or contact your converter—he's probably been doing business with us for years.

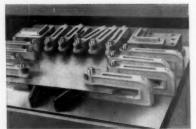




INTERNATIONAL PAPER New York 17, N. Y.

Manufacturers of papers for magazines; books and newspapers • papers for home and office use • converting papers • papers and paperboards for packaging • shipping containers • folding cartons • milk containers • multiwall bags • grocery and specialty bags and sacks • pulps for industry • lumber, plywood and other building materials

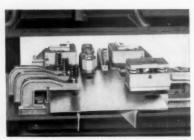
# Cut costs with STRIPPIT Self-Contained Tooling



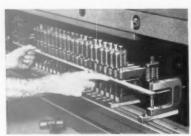
STRIPPIT eliminates expensive custom dies. Type "BL" Units in press setup save time and cost needed to design and build single-purpose dies. "BL" Units punch holes to 3.500" diameter in ½" material.



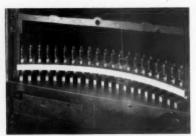
STRIPPIT shortens lead time . . . setup of Type "HS" Hydra-Strip Units shows ¼" thick punched piece in foreground. STRIPPIT tooling like this can be set up immediately after the pattern is O.K.'d.



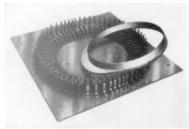
STRIPPIT assures minimum investment. "CJ" Units punch numerous hole sizes to 3.500" diameter. Simply replace punches and dies! Re-using units cuts investment in idle dies, minimizes storage problem.



STRIPPIT lowers labor costs. Typical setup of Type "C" Units can be set up by most bench men. No high-salaried tool and die makers ne. ed. "C" Units punch holes to .3125" diameter in "%" material.



STRIPPIT sets up faster. Type "E" Units are permanently aligned to punch holes in channels and shapes. Pilot pin and punch are concentric for fast, accurate positioning on precision-drilled template.



STRIPPIT cuts press downtime. Type"H" Unit setup ready to move into press after previous run is finished. Nothing attaches to the press ram. Type "H" Units punch holes to .500" diameter in ½" material.



STRIPPIT versatility is unlimited. Type "BL" Pierce Nut Units punch and stake Fabristeel Multipierce Nuts, can emboss simultaneously. STRIPPIT units can be set up in any hole pattern and used repeatedly.

Write for the new STRIPPIT General Catalog

#### WALES STRIPPIT INC.



229 Buell Road . Akron, New York

In Canada: Strippit Tool & Machine Company, Brampton, Ontario.

For More Information Write No. 199 on Place Mark Card-Page 32

#### Recent Decisions in Purchasing Law

(Continued from page 80)

"Whether such an agreement is unreasonable may be determined by the weighing of the competing interests of the employer and employee and giving due consideration to the interests of the public. An employee's covenant not to compete is not unreasonable and will be enforced if (1) it is necessary for the protection of the employer's competitive position, (2) its impact upon the former employee is not such as to restrict unduly his opportunities of making a livelihood and (3) is not unreasonably restrictive in its impact upon the

#### **Breach of Confidence**

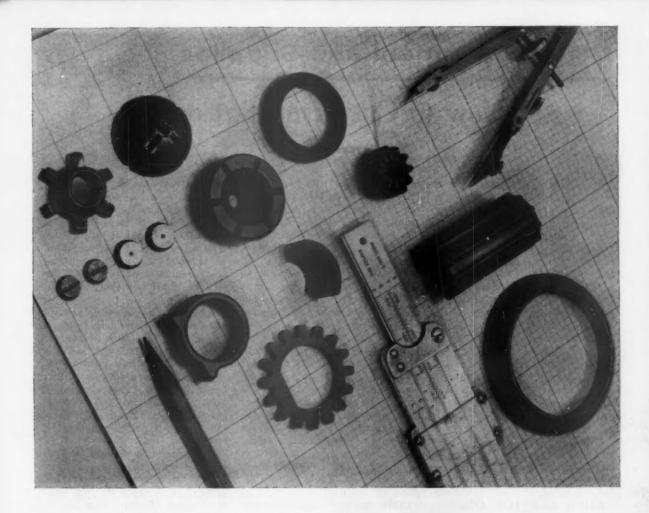
The court imposed a judgment in favor of the employer for over half a million dollars. It added: "Where as the result of a breach of confidence a former employee has acquired and sought to patent ideas or inventions developed by his former employer he may be compelled to relinquish all rights to such property which he has wrongfully acquired.

"In such cases the courts will hold the wrongdoer to be a constructive trustee of the property misappropriated and will order a conveyance by the wrongdoer to the former employer."

De Long Corporation v. Lucas, 176 F. S. 104, New York, July 30, 1959 END



"Martin, I told you, when they elected that P.A. club president, to keep your ear to the ground."



#### **Need Close Tolerance Parts Like These?**

You'll save money if <u>Johnson Bronze</u> makes them for you in Powdered Metals

Making parts like these in powdered metal—quickly, economically and in production tolerances of .001 of an inch or closer—is a tradition at Johnson Bronze Co.

That's why Johnson powdered metals—ferrous and non-ferrous—have been in demand for over 20 years. Quality and dollar-conscious engineers know from experience that Johnson powdered metal parts consistently meet material quality

and close tolerance requirements.

These engineers also know they can rely on the experience of Johnson's complete product design engineering service. It's one of the many bonuses from using Johnson powdered metal parts. Here's another: Johnson now can supply powdered metal parts up to 4 inches O.D. and 3 inches long.

If you need any parts like those shown here, call, write or wire Johnson Bronze Co.

#### Johnson Bronze Company

New Castle, Pa.

West Coast Plant: Oakland 8, Calif.

For More Information Write No. 200 on Place Mark Card-Page 32

#### Office Equipment and Supplies

#### How to Cut Printing Costs

By Charles H. Crandall

F YOUR FIRM uses only a small quantity of printing each year, costs are probably not a big problem. If, on the other hand, your company requires vast amounts of printing to conduct its affairs, costs demand careful attention.

The answer is not cheap printing. Every piece of printed material which bears your company's name should project the prestige image which management wants the public to see.

First of all, what governs printing costs? There are six major factors to be considered: rush service, piecemeal delivery, process used, type of composition, paper, and binding.

Even with costs what they are, you can cut your present printing bill in half and get better service from your printer with a few facts in mind.

RUSH SERVICE—Overtime charges go hand in hand with rush service. It means other jobs in the plant must be set aside. This can double the cost of your job. Avoid waiting until the last minute to turn a job over to the printer and you can shave quite

a sizeable amount off your bill.

PIECEMEAL DELIVERY—Sending parts of a job to the printer instead of the entire package boosts charges, especially if much of it is machine-set type. Machine magazines must be changed frequently in this case, involving additional time. As a general rule, most printers bill a job by the number of hours required to produce it.

TYPE OF PROCESS—Letterpress, offset (lithography), silk screen, or gravure? Different processes require special equipment and techniques. Unless you have a thorough knowledge of these processes, your printer can best advise you on a suitable process for your particular needs. Often much time and money can be saved with no sacrifice in quality by using one process instead of another.

COMPOSITION—Linotype and Intertype are the most popular methods of setting body type by machine. These two machines cast slug lines from brass matrices. Linotype and Intertype offer the greatest speed in machine-set methods, followed by Ludlow and monotype.

However, machine-set type has never attained the degree of excellence obtainable from foundry (hand-set) faces, which is the most expensive of all methods. Unless you want to be presented with an astronomical bill, choose only a few lines of hand-set type. It is used primarily for titles, headlines, and top-quality jobs where impact and sharpness are essential.

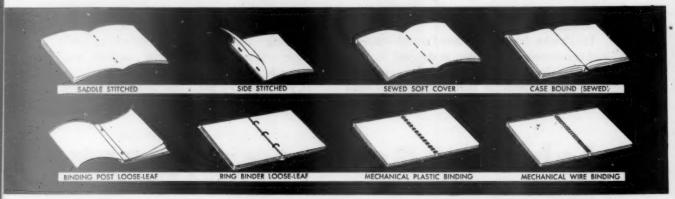
PAPER—The following recommendations are low-budget papers which retain the look of quality and lend themselves well to their purposes. Since these papers provide the printer with very little profit, he will almost invariably attempt to convince you of their unsuitability. But stick to your guns, if your printing budget is strained.

Brochures and pamphlets: Depending upon the purpose they will serve, these pieces can be printed attractively on 70# colored offset (tinted), 70# No. 2 offset enamel, 70# wove offset or—for a quality "feel"—70# text.

Business forms: Nearly all business forms—purchase orders, inventory sheets, requisitions—are printed on 16# Sulphite. This is the most inexpensive and durable paper made for this purpose.

(Please turn to page 87)

Mr. Crandall is an executive with The Stein Printing Company in Atlanta, Ga.



There are eight basic types of binding available to the printing buyer. The least expensive of these is saddle stitching; the most expensive is case bound. All hard-cover books are case bound.

At last-a ballpoint especially designed for office use!

#### NEW EVERSHARP!

# Lightning

BALLPOINT PEN

ONLY THE EVERSHARP LIGHTNING GIVES YOU ALL THESE FEATURES!

- Comfort grip for easier, effortless writing prevents writing tension
- Porous ball point for speedier, neater work — designed to write "non-skid"
- Longer ink supply to cut refill expenses nearly six inches of new high-density ink
- "Pocket Proof" design available without clip to discourage pilferage

#### FREE SAMPLESI

WRITE ON YOUR LETTERHEAD TO

- EVERSHARP PEN CO. DEPT. B
- JANESVILLE, WISCONSIN

#### CHECK STYLE DESIRED:

- Non-refiliable, no clip-39t retail
- Refiliable, no clip-454 retail
- Refiliable, with clip-494 retail
- All three

For the best writing ever ... it's INVERSHARP!

# WHAT HAPPENS WHEN A NATION SPENDS MORE ON GAMBLING THAN IT SPENDS FOR HIGHER EDUCATION?

If you can find any Romans around, ask them. They lived pretty high on the hog in their day. That is, until some serious-minded neighbors from up North moved in. The rest is ancient history.

#### You'd think their fate would have taught us a lesson.

Yet today we Americans spend twenty billion dollars a year for legalized gambling, while we spend a niggardly four-and-a-half billion for higher education. Think of it! Over four times as much! We also spend six-and-a-half billion dollars a year for tobacco, nine billion dollars for alcoholic beverages, and billions more on other non-essentials.

#### Can't we read the handwriting on the wall?

Our very survival depends on the ability of our colleges and universities to continue to turn out thinking men and women. Yet today many of these fine institutions are hard put to make ends meet. Faculty salaries, generally, are so low that qualified teachers are leaving the campus in alarming numbers for better-paying jobs elsewhere. In the face of this frightening trend, experts estimate that by 1970 college applications will have doubled.

If we are to keep our place among the leading nations of the world, we must do something about this grim situation before it is too late. The tuition usually paid by a college student covers less than half the actual cost of his education. The balance must somehow be made up by the institution. To meet this deficit even the most heavily endowed colleges and universities have to depend upon the generosity of alumni and public spirited citizens. In other words, they depend upon you.

For the sake of our country and our children, won't you do your part? Support the college of your choice today. Help it to prepare to meet the challenge of tomorrow. The rewards will be greater than you think.

It's important for you to know what the impending college crisis means to you. Write for a free booklet to HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.



Sponsored as a public service in co-operation with The Council for Financial Aid to Education



#### Office Equipment

(Continued from page 84)

It will take typewriter impression,

ink, and pencil quite well.

Catalogs: A "budget" paper which has the feel of quality and is ideal for two and four-color process work is 70# No. 1 enamel. For black and white catalogs, 70# opaque wove offset offers the greatest economy.

Letterheads: A common but unpardonable sin committed by too many firms is an attempt to compromise on the quality of letterhead and envelope stock. A company is judged by the letters it sends and 25% rag bond is as inexpensive as any firm should go.

BINDING-There are eight basic types of binding or stitching: saddle stitching, side stitching, sewed soft cover, case bound (sewed), binding post loose leaf, ring binder loose leaf, mechanical plastic binding, and mechanical wire binding.

#### Save 10%

In addition to these major factors, there are other considerations that can cut your printing bill. Some of them are:

· If you have a job which requires a large number of engravings, you can save a 10% markup on the price of these cuts by dealing directly with the engraver, rather than leaving this up to the printer.

 Business cards, letterheads in small quant ties, simple direct mail pieces, and short-run forms can be supplied by a job-shop much cheaper than by a large firm keyed to mass produce multi-color and intricate jobs. Letterheads in quantities of 300,000 and over and two- and four-color process material which require complicated folding or stitching are the domain of the large pr'nting houses.

• Be certain that the copy is letter perfect. Be completely satisfied with it before you put the job in the hands of the printer. Thousands of dollars are needlessly wasted by customers who wait until the type has been set before changing a misspelled word or a poorly-constructed sentence. Virtually all printers adhere to the cliche of the trade: "Follow the copy."

the result of material, workmanship and imagination -- to better equip the



#### Office Equipment



An electronic computer able to read and process a conventional-type business document was recently announced by The National Cash Register Company of Dayton, Ohio. It will enable purchasing departments and the entire company to retain "hard-copy" records for instant read-

ing and yet achieve the efficiencies and speed of electronic data-processing. The new machine introduces a new input concept by using magnetic coatings on the back of regular ledger cards. Called the NCR 390, it is a complete computer system. It sorts, summarizes, compares, makes decisions, calculates, accumulates, updates balances, handles exceptions and controls auxiliary equipment.

Write No. 28 on Place Mark Card-Page 32

Complete line of ready-cut papers has just been announced by The Mead Corporation, 118 West First St., Dayton, Ohio. It includes eight different grades of business papers, twelve grades of coated and uncoated book papers, covers, indexes and bristols to round out the available basic selection.

Write No. 29 on Place Mark Card-Page 32

Transistor public address system, built into an attache case, self-powered by its own batteries and light enough to carry has been introduced by Antrex Corp.,

2001 West Willow St., Chicago, Ill. The unit amplifies the speaker's voice or music and projects it to audiences of up to 2000 people, for distances up to 1/4



mile. With this device it is possible to take your own public address system with you wherever you may go. It requires no warm-up or plug-in and is waterproof.

Write No. 30 on Place Mark Card—Page 32

Six-page folder in full color from the Columbia-Hallowell Division, SPS Company, Jenkintown, Pa., describes its lines of office desks and chairs. The page on chairs includes the new series of economy chairs in addition to the standard line.

Write No. 31 on Place Mark Card-Page 32



Push-button filing has been developed by Wheeldex & Simpla Products, Inc., 1000 North Division St., Peekskill, N. Y. The new unit saves valuable floor space. It operates with an automatic self-leveling toggle switch or with a set of push buttons which automatically select the shortest direction of rotation. It can replace more than 17 average correspondence file drawers.

Write No. 32 on Place Mark Card-Page 32



For More Information Write No. 203 on Place Mark Card-Page 32



TRANS WORLD AIRLINES, INC. · U.S.A. · EUROPE · AFRICA · ASIA



#### "NCR PAPER

#### saves us its entire cost every year."

TRANS WORLD AIRLINES, Inc., Kansas City, Mo.

"We use NCR Paper (No Carbon Required) for many different types of forms, including forms which are bound into books.

"The cleanliness of NCR Paper is a very worthwhile and economic factor. Users of NCR Paper seem to develop a better mental attitude toward their work because they do not have to bother with carbon sheets.

"Moreover, on NCR Paper sets there is no need to waste space to provide a gripping area for removing interleaved carbons. Instead, information can be printed to the edge of the sheets when space is critical.

"Though the price of NCR Paper is often more than forms with carbons, we estimate the time saving and other advantages of NCR Paper offset the extra cost many times over, thus saving us its entire cost every year."

THE B. K SINT

Vice President-Purchasing TRANS WORLD AIRLINES, INC.

ASK YOUR LOCAL PRINTER OR FORMS SUPPLIER ABOUT NCR PAPER

Another Money-Saving Product of

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES • 76 YEARS OF HELPING BUSINESS SAVE MONEY

NCR PAPER ELIMINATES CARBON PAPER

these NCR Paper forms: Jet Aircraft and Engine Log

Record Ticket and Baggage Check

Charter Ticket and Baggage Check

Company Ticket and Baggage Check

Flight Operations Enrollment Flight Operations Release

Refund Settlement Advice Aircraft Load Record

Interline Baggage Tag

File Requisition

Ticket Look-Up

For More Information Write No. 204 on Place Mark Card-Page 32



#### **Association News**

Through the eye of PURCHASING'S Camera





SEVENTH DISTRICT—W. L. Beckham, Export-Import Corp., Jacksonville, Fla., was recently appointed chairman of the public relations committee for the Seventh District of the National Association of Purchasing Agents.

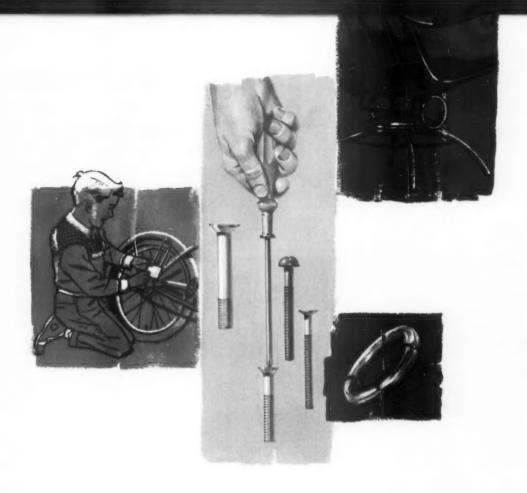
connecticut — Newly elected member of the board of directors of the Purchasing Agents Association of Connecticut is Milton H. Hinsch, Standard Machinery Division, Franklin Research and Development Corp., Mystic, Conn.



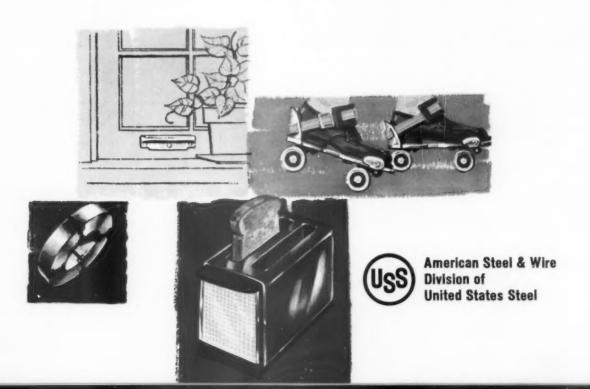
LOS ANGELES—William Broker (seated second from left), Gough Industries, was recently installed as president of the Los Angeles Purchasing Agents Association. The new officers, shown here, are (seated I. to r.): C. S. Perkins, Union Oil Co.; Broker; William O. Hokanson, Noland Paper Co.; and Harlan E. Eastman, Beckman

Instruments. Standing (I. to r.) are: Howard H. Cagle, Carnation Co.; Monte C. Vinyard, Southern California Gas Co.; C. R. Raftery, North American Aviation; Arthur Hooker, Flintkote Corp.; Rex C. Hensel, Shell Oil Co.; and Raymond Brick, executive secretary-treasurer.

For More Information about ad on facing page Write No. 205 on Place Mark Card—page 32→ Purchasing



Quality products call for quality wire, bars and strip . . .



## USS

# American Quality Manufacturers Products packaged to speed up handling and save storage space



Standard Coils: American Steel & Wire manufactures standard coils in weights suited to your material handling equipment.



Heavyweight Coils: These continuous wire coils, weighing up to 2,000 pounds, speed up your production by reducing down time for setups and changes. One large coil takes the place of several smaller coils of same total weight—are much easier to handle . . . require much less storage space.



Unitized Coils: These unit packs offer great savings in handling time and storage space. One unit, containing several coils, is easily handled; takes up less storage space than the same coils stored separately.

to help you make good products better



To mass produce this bicycle padlock the Master Lock Company uses USS Amer-Led Steel Bars. This leaded steel permits increased machining speed over equivalent non-leaded grades. The use of USS Amer-Led results in more accurate forming; . . . fewer rejects.

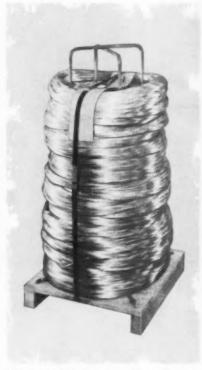
American Steel & Wire products and service facilities are available to you at no increase in cost. It will pay you to use these advantages. The quality and uniformity of USS American Manufacturers Wire brings you production economies through easier processing and fewer rejects. It makes a superior finished product that is more salable. And it is available in all the modern money-saving forms:



Pay-off Drums: Long-run continuous coils of wire are packed and delivered in heavy fibre containers. These Pay-off Drums are easy to handle and stack for storage. These are ideal for use where wire finish requires special protection from dirt and corrosive atmospheres. Available in most wire sizes with length and weight of coil to your specifications. You do not need to return drums.



Disposable Spools: These new non-returnable spools can be supplied with any amount of fine wire—from 5 lbs. to 100 lbs. These are easy to handle individually, and when shipped in quantity are delivered 36 to a pallet, ready for storage.



Platform Coil Carrier: The disposable platform carrier, made up of a U-shaped wire frame fastened to a platform, holds up to 3,000 pounds of special wire in one continuous length. It is often ideal for ordering and handling quantities of wire.



American Screw Company turns out 14 million recessed head fasteners a day. Their most famous patent is the Phillips Head Screw, for which American Steel & Wire developed a special cold heading wire, hard enough to produce strong, tough fasteners, yet soft enough to avoid splits and cracks when the Phillips punch is rammed into the coning blank.



The pair of round wire helical single coil torsion springs on this chair were specially made for the Homecrest Company of Wadena, Minnesota. Under a 250-pound weight, the chair was test rocked 750,000 times without showing any sign of failure. Another success story for USS American Manufacturers Products.

American Steel & Wire Division of United States Steel

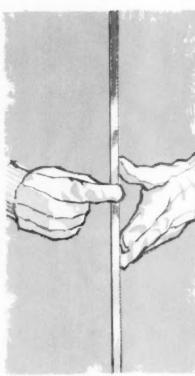


### USS

# Amerstrip ... gives you precisely what you need in a cold rolled strip



Precision Finish. With USS Amerstrip we take special pains to give you a finish that is just right for the specific results you require in a finished product. We believe the Amerstrip finish is the finest you can get in the industry.



Precisely Prepared Edges. Because USS Amerstrip is produced in ordersized quantities engineered to your own specifications, we can give you exactly the edge finish you need—square, standard, round, full round or bevel.



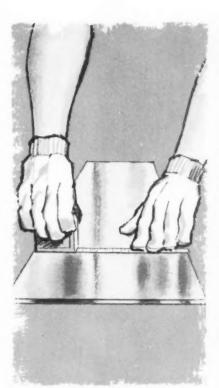
Precise Tempers. Whether your product must go through a deep draw or undergo other stringent forming operations, or if it requires a special temper for rigidity, you'll get the correct temper for the job when you order USS Amerstrip.

... to speed up production and keep your product quality high!



Much of the sales-pulling beauty of Proctor Electric Company's modern toaster is due to the use of gold-finished, geometric-patterned USS Embossed Amerstrip. American Steel & Wire specializes in the rolling of special embossed designs such as this for specific applications. Perhaps you, too, have a product which could be made more beautiful and more sales appealing with Embossed Amerstrip.

USS Amerstrip is a specialty product that has opened vast new production and sales possibilities for a growing number of alert manufacturers of consumer products. It is available in a variety of attractive finishes—plain or embossed. It permits production on precision machines. When you use USS Amerstrip, you get six distinct advantages not easily obtainable with other manufacturing methods or materials:



Precise Width Tolerances. When your fabricating machines require a special width strip, you can be sure that's the width you'll get. We can produce USS Amerstrip within required tolerance limits to fit your special requirements.



Precise Thickness Tolerances. Whatever the thickness tolerance your machines demand, USS Amerstrip can give it to you. We can roll Amerstrip down to thickness tolerances of plus or minus .0005 inches.



Precise Uniformity. Regardless of the size of your order every coil of USS Amerstrip comes off the line uniform in finish, temper, width and thickness. In short, USS Amerstrip's precision production assures a continuous run and high yield.



Amerstrip is used in the manufacture of almost every part of the 15 types of Hustler Corporation skates made by Frantz Manufacturing Co. These skates will stand up under the punishing wear children may give them—yet maintain their attractive finish. Amerstrip is tailored to each particular job . . has the physical properties to assure a good performance and efficient manufacture.



Amerock Corporation of Rockford, Illinois, makers of sash lifts, had trouble finding a strip steel that would meet its severe double drawing operation requirements. They brought the problem to American Steel & Wire. Our metalurgists recommended a type of USS Amerstrip tailored to their deep drawing requirements and capable of holding a finish suitable for plating.

American Steel & Wire Division of United States Steel



# Facilities and service second to none!

As the country's largest manufacturer of wire and strip, we offer a single source of supply for all your varied manufacturers' wire and strip requirements.

Widespread modern facilities assure that your product will be made exactly to specification, thoroughly uniform in quality and dimension.

Experienced sales representatives are at your service to assist in determining how USS American Manufacturers Products can help make your product better.

For more detailed information, get in touch with the nearest district office. American Steel & Wire, 614 Superior Ave., N.W., Cleveland 13, Ohio.

USS, American and American pare registered trademarks





This mark tells you a product is made of modern, dependable Steel.



#### **Association News**

Through the eye of PURCHASING'S Camera

#### **New York Association Officers** Make Plans Early For Coming Year

The 1960-61 officers and board of directors of the New York Purchasing Agents Association at their first planning meet-





Gailon Fordyce (seated), American Cyanamid Co., new president of the New York Purchasing Agents Association, is shown with three of his four fellow officers. They are (I. to r.): Donald T. Keliher, United States Metals, first vice president; Fordyce; Charles B. Adams, General Electric Co., second vice president; and Robert Davis, executive secretary. Lewis Norris, Dreyfus and Company, treasurer of the association, was not present.



The board of directors of the New York Association has three new members (l. to r.): Robert Ames, United States Steel Co.; Anne Repko, Howe Sound Company; and Thomas Parise, Allen Industries, Inc. Miss Repko was appointed last year to fill a vacancy that existed on the board. The recent election marked her placement on the board for a full three-year term. She is the first woman member of the board of directors of the Association.

For More Information about ad on following page Write No. 206 on Place Mark Card—pg. 32→



## SOFTITE BY WHEELING



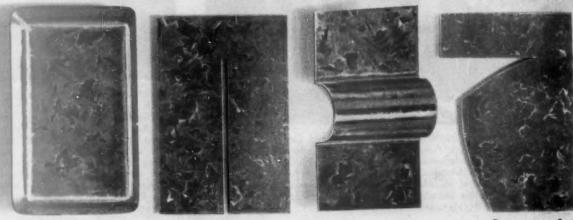




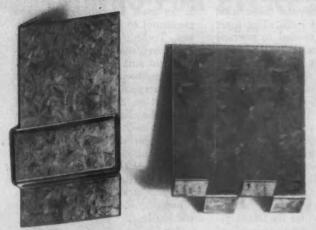
.. bend it ...hem it ...scribe it ...punch it



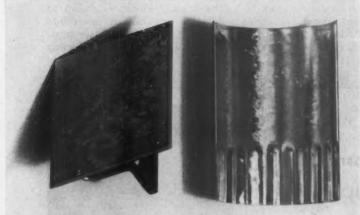
...form it ...notch it ...lock it ...snip it



...draw it ...saw it ...stamp it ...shear it



...seam it ...dovetail it



...weld it ...crimp it



...slit it



...wire it

## OUR CHALLENGE STANDS!

"Anything that can be made of steel sheets can be made of Wheeling SOFTITE galvanized steel sheets!"

WHEELING STEEL CORPORATION • IT'S WHEELING STEEL!
District Sales Offices located at Atlanta, Boston, Buffalo,
Chicago, Cincinnati, Cleveland, Detroit, Houston, New York,
Philadelphia, St. Louis, San Francisco, Wheeling

#### News

#### Space Age Plant Makes Refractory Metals

Space technology has come to the rolling mill. Universal-Cyclops Steel Corporation has begun the manufacture of refractory metals at its Bridgeville, Pa. plant in a



completely controlled inert gas environment.

The plant-within-a-plant, called InFab (inert fabrication), was designed with the cooperation of the Bureau of Naval Weapons to produce high quality molybdenum,

tantalum, columbium, tungsten, and their alloys. To obtain optimum metallurgical properties, these metals are worked at temperatures far beyond those used in conventional mills. The inert atmosphere is needed to prevent the extreme oxidation and contamination that would occur in air.

InFab is a gas-tight welded steel chamber—42 ft wide, 97 ft long, and 23 ft high. Inside are an impactor, rolling mill, furnaces, tenton crane, and space for additional equipment. Forging and rolling is performed at temperatures up to 4500 deg F in the protective atmosphere of argon gas.

A respiratory system cools, conditions, and purifies the argon atmosphere to a purity level of 99.995%—far exceeding commercial levels.

Processing and handling equipment is fully automatic and is controlled from consoles outside the enclosure. Through a special window which shields out harmful ultra-violet rays emitted by the white-hot metal, each opera-

tor has a full view of the opera-

Experimental work in welding and hot-machining of these metals in an inert atmosphere requires personnel to be inside the chamber. Technicians are dressed in a modified space suit: a four-layer gas-tight suit with an aluminized outer garment and plastic helmet. They carry an air supply and cooling unit on their back, but once inside the chamber, they connect communication and power lines into convenient outlets.

Men and material move in and out of InFab through air locks. Argon pressure is maintained at a level just above atmospheric to prevent contaminating air from leaking in.

The InFab process forms refractory metal powders into electrodes which are melted into ingots in a vacuum arc furnace. The ingots, which weigh up to 3000 lbs, are broken down into billets or sheet bars. After heating to 4000 deg in an induction furnace, they are rolled into sheets and bars.

#### TOM BIGBEE SAYS:

#### "the neatest, cleanest washrooms are Marathon-equipped"



Marathon industrial towels have a soft feel. They are lint- and odor-free. With a correct size and fold for every dispenser and use requirement, washroom maintenance is greatly simplified. Attractive, efficient metal dispensers are designed to discourage waste and pilferage. Ask your Marathon paper merchant for details, and also about Service Roll or extra soft Dorsette tissue and the economical twin-roll dispenser that handles either.

#### marathon (\*)

A Division of American Can Company MENASHA, WISCONSIN

Single-, multi- or C-fold towels, bleached or unbleached. Service Roll or Dorsette Facial Grade Tissue. Dispensers.

For More Information Write No. 207 on Place Mark Card-Page 32



## Purchase for Profit!

Specify Chicago Molded

A lawn sprinkler takes a lot of punishment including the effects of the hot sun, water and continuous motion. In the new Sunbeam Oscillating Sprinkler components of the control knob are molded of Delrin. This amazing new plastic is extremely tough and long lasting, is weather resistant, will not fade under hot sun, and is very attractive. Purchasing for profit means the right molder, the right material, and the right price—in other words,

CHICAGO MOLDED PRODUCTS CORPORATION 1020-H North Kolmar, Chicago 51, III.

#### CHAINS FOR EVERY SERVICE

described and illustrated (indexed as shown) in this new catalog to make specifying easier

JEFFREY

MEN WHO SELECT CHAIN for power transmission and conveying applications will find this new Jeffrey catalog extremely helpful. It recommends types of chains and sprockets for various applications, simplifying selection of the best and most economical for each job. Jeffrey has the experience in designing and engineering to help you in any specific job—conveying, elevating or transmission drive application. For service on your chain requirements, call your nearest Jeffrey sales office or Jeffrey distributor.

For a copy of Catalog 999, write The Jeffrey Manufacturing Company, 784 North Fourth Street, Columbus 16, Ohio.

CHAIN DATA

DETACHABLE LINK

CLASS 400 PINTLE

TYPE H MILL

CLASS 700 PINTLE

CLASS 800 STEEL BUSHED

MALLEABLE ROLLER

DRAG OR REFUSE

COMBINATION

BARLOOP

RIVETLESS

STEEL KNUCKLE

STEEL THIMBLE ROLLER

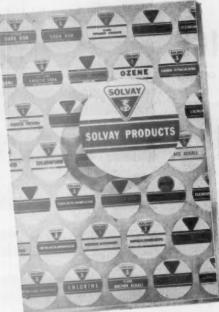
STEEL BLOCK

ASA FINISHED ROLLER

SPROCKET WHEELS



CONVEYING . PROCESSING . MINING EQUIPMENT...TRANSMISSION MACHINERY...CONTRACT MANUFACTURING



# This CHEMICAL PURCHASING GUIDE

"talks" P.A.'s language!

Here . . . in this easy-reading, nontechnical guidebook . . . are all the facts you need about Solvay® industrial chemicals before you buy.

You'll find concise information on uses, physical properties, grades, containers, handling. 61 pages of valuable data skillfully indexed to help you quickly locate any product in the extensive Solvay line...soda ash, caustic soda, chlorine, special alkalies, ammonium and potassium products, hydrogen peroxide, chlo-

romethanes, chlorobenzenes, calcium chloride, chromium chemicals.

This practical information is based on over 75 years of close work with such leading industries as . . . paper, textile, glass, leather, metal finishing, chemical processing. Mail the coupon for your free guidebook.

Refer to our listings in Thomas' Register, Chemical Materials Catalog, Chemical Week Buyer's Guide.



#### SOLVAY PROCESS DIVISION 61 Broadway, New York 6, N. Y.

SOLVAY PROCESS DIVISION Allied Chemical Corporation 61 Broadway, New York 6, N. Y.		76-90
Please send your guidebook, "Solvay Products."  Have your representative call.		
Name		
Position		
Company		
Address		
City	Zone	State

For More Information Write No. 209 on Place Mark Card-Page 32

#### Industry

The Electric Autolite Co. has acquired an 80-acre tract in Decatur, Ala. on which it intends to erect a multi-million dollar plant for the manufacture of light automotive and industrial electrical items. Production lines will be transferred from Toledo, Ohio. Regulators, distributors, solenoid switches, relays, governors and condensers, among other components, will be produced in Decatur. Present plans are to continue the manufacture of starting motors and generators in Toledo.

Construction of a modern twostory building designed to train engineers, technicians, programmers, sales and other personnel in electronic data processing systems, has been started by the Radio Corporation of America at Cherry Hill, N. J.

The new building will contain 70,000 square feet of floor space. Completion is scheduled by the end of the year. Classrooms on the first floor will make use of the latest audio-visual and teaching techniques. The second floor will be used for administrative offices.

The acceptance of transistorized data processing systems by business, industry and government has created a heavy demand for skilled people. Graduates will join RCA's administrative and technical personnel responsible for installing and maintaining equipment at customer locations, and for services at data processing centers in various cities.

Riegel Paper Corporation has let contracts for a new 150,000 square-foot plant for its Quality Lithographing Division. The new plant will be located in Atlanta Ga., and will cost approximately \$2,000,000. It is expected to be completed late in 1960.

The new facility will house modern offset printing and folding carton equipment, photographic studios, plate and diemaking facilities, etc., and it is planned eventually to convert 18,000 or more tons of paper-board annually.

#### Available NOW... FROM A NEW, RELIABLE SOURCE

# ROLLER

#### ... KNOWN THROUGHOUT THE WORLD FOR DURABLE, EFFICIENT SERVICE

SIEMAG ROLLER CHAINS—in both COTTERED and RIVETED types—are available promptly from Unitech Products, Inc. Pitches range from 3/8" to 21/2"... obtainable in single and multiple widths . . . special types to meet special needs.

All Siemag Roller Chains are manufactured to ASA Standards, easily enabling their use in new equipment or as highly suitable replacements. For complete information on the delivery and advantageous price of these high-quality chains, write, wire, or phone today.

UNITECH ,

WOrth 4-3365

NEW YORK 7, N. Y.

50 CHURCH STREET

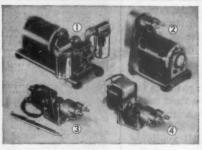
National Distributors for

SIEMAG FEINMECHANISCHE WERKE GMBH EISERFELD/SIEG, GERMANY

For More Information Write No. 210 on Place Mark Card-Page 32

#### NOWI

2 types -3 capacities - from .35 to 1 c.f.m. up to 24" voc. or 25 p.s.i.g. Choice of motors: a.c. and d.c.



#### GAST OIL-LESS MINIATURE VACUUM PUMPS — COMPRESSORS

For Controls, Instruments, Lab and Business Machines

Have a portability problem? Or limited space? You can provide moderate vacuum or pressure of surprising capacity with these compact Gast Air Pumps! They're completely oil-less. Carbon vanes lubricate themselves. Air is oil-free! Positive displacement rotary design is simple and dependable. Numerous motor choices:

- (1) Model 1030 (also 0630), 1/12 or 1/20 h.p. split phase. (2) Model 0330, belted to 1/20 h.p. split phase a.c.
- (3) Model 0330, direct coupled to series motor a.c. or d.c. (4) Model 0330, coupled to shaded pole motor a.c.

If your products require compact, light weight components, investigate Gast semi-miniature Air Pumps!

WRITE TODAY FOR BULLETIN M-OVP

Gast Manufacturing Corp., P.O. Box 117 - T Benton Harbor, Mich.



For More Information Write No. 211 on Place Mark Card-Page 32

Like no other fastening device . . .



#### THIS EXCLUSIVE CORBIN CLIP

#### saves time! cuts costs! never loosens!

Made of tempered spring steel. Locks and snaps into place with an assuring click. An exclusive and patented design-different from any other-holds clip securely in place: notches on clip engage notches on cylinder . . . specially-designed legs on sides of clip absolutely prevent a permanent set.

No time-consuming, fumbling assembly operations. No special installation skills. Just a snap and the job's done-on 14, 16, 18, 20 and 22 gauge metal. Can be furnished for other gauge metal on special order. For complete details, write CORBIN.

Spring steel clip locks into



Side view-clip holds lock firmly against metal.



Top view-clip connot



C15258 disc tumbler of



CORBIN CABINET LOCK DIVISION

#### Giving Purchasing the Management Outlook

(Continued from page 61)
Director, Materials Management
Institute; Dr. John H. Hoagland,
director, Purchasing and Materials Management Seminar, Michigan State University; Dr. John
Lubin, School of Industrial Management, Wharton School, University of Pennsylvania; Carl H.
Madden, dean, Department of
Business Administration, Lehigh
University; Louis R. Mobley, director, IBM Executive School;
and E. M. Loury, Jr., director,
IBM Management School.

The whole program was developed specifically for and by purchasing under Harry Moore's direction. Purchasing had little trouble "selling" it to the presidents of IBM divisions who share Moore's strong feeling that narrow specialization is a dead-end road for purchasing and a drag on IBM's spectacular progress.

How do the participants feel about the course? In general they feel like most graduate students who conscientiously grind away at tough work. They're not out to get good marks but to improve their knowledge, and skills, and outlook.

#### Purchasing Plans for Profit

(Continued from page 54) costs. In some industries, the gain in productivity more than offsets increases in labor and material costs.

(4) The "temper" of the market. Good buyers are always on top of the market. They know if producers are confident and whether price structures are firm. They can spot signs of price weakness long before they show up openly as price cuts.

There is no formula for evaluating the factors that determine the price and availability of gray iron castings or any other commodity. The conclusion is essentially subjective although it should be based upon as much objective data as possible.

The P. A. should make such an analysis of each of his major commodities at least once a year. He uses it and the sales forecast to make a purchase plan for the

year. In the plan, the P. A. should give particular attention to the effect the probable price and availability will have on inventory requirements.

Suppose a purchasing agent bought 1 million lbs. of gray iron castings at an average price of 10¢ per lb. last year. This year's sales and production forecast indicates that 1.2 million lbs. will be needed. The P. A.'s own forecast indicates that overall demand for castings will be strong. In addition, there is a strong possibility of a strike at several suppliers' foundries in July and higher costs and strong demand will push prices up 10% by the end of the year.

#### Making a Purchase Plan

What should the purchase plan be? First, the P. A. assumes (provided his beginning inventories are not substantial) that he must buy enough castings each month to meet production requirements. Then, he modifies this plan to take account of predicted changes in price and availability.

Table I shows a purchase plan that might satisfy these assumptions. During the first six months of the year, the P. A. increases inventories at the rate of 50,000 lb. per month. The build up is spaced over a period of six months because of limitations in supplier capacity and because patterns for the castings cannot be used much more intensively than this. By July 1, inventories are 300,000 lb. more than normal. All available storage space is in use and the company has invested an additional \$30,000 building up castings inventories.

#### **Have Strike Protection**

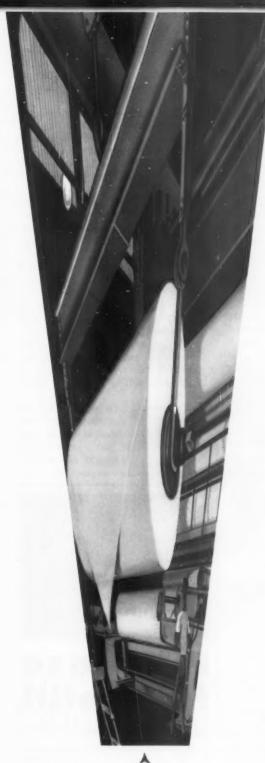
With this build-up, the company is protected against a 90-day strike; without the extra stocks it would have to locate new suppliers in a tight market or cease operations. The inventory accumulation also postpones the effect of any price increase. If there is a 10% price increase in August, the company will have saved \$3,250 by forward buying. (Assuming storage space is available anyway) its \$30,000 investment for an average of six months (Please turn to page 106)

#### **Authorized Distributors**

#### for Crossett Leatherneck Wrapping Paper

ABILENE, TEX. Lind Paper Co. ALEXANDRIA, LA. Bancroft Paper Co. Louisians Paper Co. APPLETON, WISC. Universal Paper Co.
APPLETON, WISC
ATLANTA, GA. Dillard Paper Co.
AUSTIN, TEX. Lone Star Paper Co.
APPLETON, WISC.  ATLANTA, GA.  ATLANTA, GA.  Dillard Paper Co.  AUGUSTA, ME.  AUSTIN, TEX.  Lone Star Paper Co.  BATON ROUGE, LA.  BATON ROUGE, LA.  BARON ROUGE, LA.  BIRMINGHAM, ALA.  BOSTON, MASS.  Carter-Rice-Storrs & Bement, Inc.  BUFFALO, N.  Hubbs & Howe Co.  CHICAGO, ILL.  Berkshire Paper, Inc.  Berkshire Papers, Inc.  Berkshire Papers, Inc.  Berkshire Papers, Inc.  Bermingham & Prosser Co.  Chicago Paper Co.
BIRMINGHAM, ALA
E. F. Osment Paper Co.
BUFFALO, N. Y
Berkshire Papers, Inc.
Chicago Paper Co.
Chicago Paper Co. Inlander-Steindler Paper Co. Kraft Paper Sales Co.
Montrose Paper Mills
CINCINNATI, OHIOAnchor Paper Co.
Cinti, Cordage & Paper Co.
CINCINNATI, OHIO Anchor Paper Co. Cinti, Cordage & Paper Co. Diem & Wing Paper Co. Merchants Paper Co. Merchants Paper Co.
CLEVELAND OHIO Seinsheimer Paper Corp. Alling & Cory Co.
Gascon Paper Co.
COLUMBUS, OHIO
CLEVELAND, OHIO.  CLEVELAND, O
Standard Paper Co. CORPUS CHRISTI, TEX. Corpus Christi Paper Co. Magnolia Paper Co. DALLAS, TEX. Lind-Reed Paper Co.
DALLAS, TEX Magnolia Paper Co. Lind-Reed Paper Co.
DAVENPORT, IOWA Magnolia Paper Co. DAYTON, OHIO F. W. Lotz Paper Co. DETROIT, MICH. Beecher Peck & Lewis Butter Paper Co. Butter Paper Co.
DAYTON, OHIO F. W. Lotz Paper Co.
Butter Paper Co. Union Paper & Twine Co. EAST HARTFORD, CONN Carter-Rice-Storrs & Bement, Inc.
EAST HARTFORD, CONN Carter-Rice-Storrs & Bement, Inc.
FT. WAYNE, IND
FT. WORTH, TEX Western Paper Co.
GRAND RAPIDS, MICH Grand Rapids Paper Co.
HIGH POINT, N.C
EAST HARTFORD, CONN. Carter-Rice-Storrs & Bement, Inc. EVANSVILLE IND. Capter-Rice-Storrs & Bement, Inc. EVANSVILLE IND. Capter Paper Co. FT. WAYNE, IND. Korte Paper Co. FT. WORTH, TEX. Western Paper Co. Horn Rapids Paper Co. Horn Rapids Paper Co. High Point, N.C. General Paper Company HOUSTON, TEX. Magnolia Paper Co. INDIANAPOLIS, IND. Capital Paper Co. JACKSON, MISS. Crescent Paper Co. JERSEY CITY, N.J. S. Safier Co. KALAMAZOO, MICH. Bermingham & Prosser Co. KALAMAZOO, MICH. Bermingham & Prosser Co. Standard Paper Co.
Crescent Paper Co.
JERSEY CITY, N.J
KALAMAZOO, MICH
LANSING MICH Standard Paper Co.
LITTLE ROCK, ARKArkansas Paper Co.
LOUISVILLE, KYLouisville Paper & Mfg. Co.
MEMPHIS, TENN
MILWAUKEE, WISC
KANSAS CITY, MO.  Bermingham & Prosser Co. Standard Paper Co. LANSING, MICH.  Dudley Paper Ce. LITTLE RÖCK, ARK.  Arkansas Paper Co. Roach Paper Co. Roach Paper Co. MEMPHIS, TENN.  MILWAUKE, WISC.  MILWAUKEE, WISC.  MINNEAPOLIS, MINN.  John Lestle Paper Co. MINNEAPOLIS, MINN.  MONROE, LA.  Bancroft Paper Co. LOUISIANA Paper Co. MUNCIE, IND.  SCHWARTZ PAPER CO. LOUISIANA PAPER CO. MUNCIE, IND.  SCHWARTZ PAPER CO. SCHWARTZ PAPER
MONROE, LA Bancroft Paper Co. Louisiana Paper Co.
MUNCIE, IND Schwartz Paper Co.
NASHVILLE, TENN
NEENAH, WISC. Sawyer Paper Co.
MUNCIE, IND.  MUSKEGON, MICH.  Schwartz Paper Co.  MUSKEGON, MICH.  Schwartz Paper Co.  NASHVILLE, TENN.  Clements Paper Co.  NASCHEZ, MISS.  Bancrott Paper Co.  NEENAH, WISC.  Sawyer Paper Co.  NEW HAYEN, CONN.  Carter-Rice-Storrs & Bement, Inc.  OMAHA, NEB.  Nogg Bros. Paper Co.  OMAHA, NEB.  OMAHA, NEB.  Carter-Rice-Storrs & Bement, Inc.  OMAHA, NEB.  NOGG Bros. Paper Co.  PAWTUCKET R. I.  Carter-Rice-Storrs & Bement, Inc.
OMAHA, NEB. Nogg Bros. Paper Co. PAWTUCKET, R. I. Carter-Rice-Storrs & Bement, Inc. PHILADELPHIA, PA. W. B. Kilhour & Sons, Inc.
PHILADELPHIA, PA W. B. Kilhour & Sons, Inc.
PITTSBURGH, PA. Chatfield & Woods Co. of Penns
Interstate Cordage & Paper Co.
SAGINAW, MICH. Dudley Paper Co.
Terminal Paper Co.  Balter Paper Co.  Balter Paper Co.  Chatfield & Woods Co. of Penna. Interstate Cordage & Paper Co.  RACINE, WISC.  RACINE, WISC.  SAGINAW, MICH.  Dudley Paper Co. SHREVEPORT, LA.  Bancroft Paper Co.  SPRINGFIELD, ILL.  Capital City Paper Co.
SPRINGFIELD, ILL. Capital City Paper Co. SPRINGFIELD, MO. Springfield Paper Co. ST. JOSEPH, MO. Sheridan-Clayton Paper Co.
ST. JOSEPH, MO. Sheridan-Clayton Paper Co. ST. LOUIS, MO. American Commission Co.
Rosenthal Paper Co.
Shaughnessy-Kniep-Hawe Paper Co.
TOLEDO, OHIO Central Ohio Paper Co.
TULSA, OKLAHOMA
WACO, TEX Lind Paper Co. WALTHAM, MASS Waltham Bag & Paper Co.
WASHINGTON, D.C. R. P. Andrews Paper Co.
Rosenthal Paper Co. Royal Papers, Inc. Shaughnessy Kniep-Hawe Paper Co. Texarkana, Tex. Tolledo, Ohio Central Ohio Paper Co. TULSA, OKLAHOMA Tulsa Paper Co. TYLER, Tex. Etex Paper Co. WACO, Tex. WALTHAM, MASS. Waltham Bag & Paper Co. WASHINGTON D.C. WIGHITA KANSAS Southwest Paper Co. WIGHITA KANSAS Carter-Rice-Storrs & Bement, Inc.

For More Information Write No. 213 on Place Mark Card—Page 32 PURCHASING



#### New Slant on Purchasing Paper



Crossett Machine Time Plan lets each customer get his paper precisely as and when ordered, at a fair price, whatever the state of the paper market.

Each of Crossett's regular customers reserves specific amounts of *machine time* for definite periods each month. In effect, each customer "owns the mill" for the time required to produce his specific requirements.

Crossett Leatherneck Wrapping Paper. Consistent quality in all weights, fully weight-controlled for customer savings.

Crossett Leatherneck Converting Kraft. Custom-produced to the exact weight and quality needed. Basis weight control assures predictable yardage per ton. Crossett Technical Service available to customers.

Crossett Food Board. Cylinder machine production places long and short fibers precisely where needed for every packaging and printing requirement. Crossett Technical Service helps with customer problems.

#### Crossett PAPER MILLS

A Division of The Crossett Company, Crossett, Arkansas, makers of paper, lumber, charcoal and chemicals. All from managed forests

To a new stant, hold page horizontally and sight and

#### Purchasing Plans for

(Continued from page 104)

theoretically earns a return of about 22% per annum. This is partly offset by all the risks (not the least of which is an inaccurate forecast) inherent in carrying large inventories.

The purchase plan also includes an estimate of the success of the department's cost reduction program. In this case, the P. A. predicts that his buyers will succeed in reducing the 10% price increase by 50% by December 1 through negotiation, introduction of new suppliers and other purchasing techniques.

Cost reduction is a basic part of every purchase plan. Not only should it be considered when making plans for individual commodity groups but there should also be some over-all cost reduction plan. The P. A. should indicate in his report to management precisely how he intends to achieve this most basic of purchasing objectives: lower prices.

He may include in his plan an

organized program to visit supplier plants and develop new sources. He may want to include some sort of supplier seminar to stimulate cost reduction ideas. He may propose a series of meetings with other key department heads to stimulate ideas on value analysis or standardization. In every case, he should include specific cost reduction targets for each key commodity group which are based on his economic forecast and the estimated success of his program.

#### **Develop Your Department**

Cost reduction isn't the only objective that should be discussed in an over-all purchase plan. Other common objectives include developing purchasing personnel, teamwork with other departments, good records, etc. The P. A. should indicate how he plans to achieve each of these objec-

Development of Personnel. The P. A. should indicate to management exactly what he is planning to improve the quality of his personnel. He should outline any training programs he is planning.

He should discuss the progress each key person in his department is making and what he is doing to improve their performance. He should also indicate if his current personnel is adequate and should try to project his future personnel needs to meet the requirements of the programs he visualizes.

Good Records. The administrative phase is often neglected because it contributes to profit only indirectly. It is the P. A.'s duty to make management conscious of the need for good administrative controls. He should candidly point out the weaknesses of present systems and indicate what steps should be taken to strengthen procedures. In this part of his report, he can put other departments on notice should tighter controls be needed because of back-door selling or similar prob-

Teamwork. In his purchase plan, the P. A. should never forget that purchasing is not an end in itself; it is just one segment of a company's operations. A pur-

(Please turn to page 112)

#### Let NAGEL-CHASE Supply Your V-Belt Pulleys!



- Single Groove, FHP
- Strong, Welded, Pressed Steel Design
- Light Weight
- Wide Range of Standard Sizes
- 2.4" to 12" PD for "A" and B" Section V-Belts
- 1/2" to 1" Bore

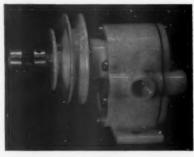
Original equipment manufacturers whose products incorporate V-Belt Pulleys can make substantial production savings by obtaining them from Nagel-Chase. Specialists in the production of fractional HP pulleys, Nagel-Chase has the tools and production facilities for a wide variety of standard sizes. With this elimination of tool costs and the release of production facilities for other components, manufacturers find the use of Nagel-Chase pulleys cuts produc-

Write for complete details and specifications

#### The NAGEL-CHASE MFG. CO.

2821 No. Ashland Ave., Chicago, III.

For More Information Write No. 214 on Place Mark Card-Page 32



#### Purchase for Profit!

Specify Chicago Molded

This is a double-sheave for a Planet general purpose gear pump. It's a component that must stand up under plenty of punishment. And it has already proved that it can take it. It's molded of the remarkable new plastic, Delrin, designed specifically to replace diecast parts. It provides excellent strength and toughness, resistance to temperature extremes, abrasion resistance and dimensional stability. Further evidence that you always purchase for profit when you specify

CHICAGO MOLDED PRODUCTS CORPORATION 1020-H North Kolmar, Chicago 51, III.

## SOUTHERN DIE CASTING



## A New Company Serving the Die Casting Needs of Industry.

Southern Die Casting and Engineering is all new...from its specially constructed building to the modern, high tonnage machines inside. A broad, new scope of die casting services is available to you through specialization in castings of zinc and aluminum alloys, and through the revolutionary Vibrocast Process, which Southern Die Casting and Engineer-

ing originated. An experienced team of specialists stands ready to serve your needs for designing, engineering, die making and casting. Let John A. Weber, manager, show you how this vital, new company can serve you. Write, today!

## Southern Die Casting & Engineering

206 Albertson Road • High Point, North Carolina

For More Information Write No. 215 on Place Mark Card-Page 32



**Texaco Lubrication Engineer** 

**Purchasing Agent** 

# The Purchasing Agent tells plant management about Texaco's "Stop Loss" program

...HOW IT CAN HELP THEM CUT PLANT-WIDE MAINTENANCE COSTS UP TO AS MUCH AS 15% ...HOW IT ALSO HELPS CUT LUBRICANT BUYING COSTS UP TO AS MUCH AS 80%

Reduce the number of lubricants needed—perhaps by as much as 50%. Consolidate buying. Cut paperwork. Secure better inventory control.

How? Through Texaco's "Stop Loss" Program. It's specifically designed to modernize your plant's lubrication practices. Bring those practices in line with

today's efficient production and marketing procedures.

Hundreds of purchasing men have used this Program to reduce lubricant buying costs drastically while achieving simpler, more efficient lubrication systems for their firms.

The Program is complete, and particularly adaptable



**Production Superintendent** 

Maintenance Foreman

Plant Manager

to Purchasing's point-of-view. Included are informative movies, coordinated booklets — even a record system that takes the guesswork out of lubrication scheduling.

Investigate the possibilities of initiating a "Stop Loss" Program for your firm. For a dramatic demonstration of how this program can cut costs, see Texaco's new full-color-and-sound movie, "Stop Loss Through Organized Lubrication." To arrange for an early showing at your plant, fill in and mail the attached coupon today.

TUNE IN: Texaco Huntley-Brinkley Report, Mon. through Fri.-NBC-TV

TEXACO

Canada • Latin America • West Africa

#### **MAKE YOUR RESERVATION NOW!**

TEXACO INC., Dept. P-11 135 East 42nd Street New York 17, New York

I would like to see "Stop Loss Through Organized Lubrication." Please call to arrange a showing in my plant.

Name\_\_\_\_\_Title\_\_\_\_

TH (Theorem )

Address

City\_\_\_\_\_State\_\_\_

LUBRICATION IS A MAJOR FACTOR IN COST CONTROL

For More Information Write No. 216 on Place Mark Card-Page 32

August 1, 1960

# THESE 13 SPECIAL ALLOYS FROM can help you solve design problems . . .

As the result of the knowledge gained over the years by working closely with hundreds of customers in helping solve innumerable design and production problems, the Mueller Brass Co. has developed a series of special alloys for use in tough or unusual applications.

This group of special alloys, each having distinct characteristics and advantages, are available in rod form in many sizes and shapes as well as forgings.

CHARACTERISTICS AND APPLICATIONS	ALLOY NO.	HAME	TEMPER
	224E-30	"Tuf-Stuf" Aluminum Brenze	BRINELL 1000 KG lone 165
TUF-STUF® ALUMINUM BRONZES AND NICKEL ALU- MINUM BRONZES have great strength characteristics. All are more resistant to correction cracking under lead than copper-zinc alloys and, in addition, some are heat-tractable. They can withstand heavy pounding and have proved excellent for such parts at gibs, cans, valve seat inserts, shifting forks and propeller hub cones.	2246-75	"Tuf-Stuf" Aluminum Bronze	1000 KG lead
	224C	"Tuf-Stuf" Aluminum Bronze	BRINELL 1000 KG load 185
	224H	"Tuf-Stuf" Aluminum Bronze	BRINELL 1000 KG loss 200
	224K	"Tuf-Stuf" Nickel Aluminum Brenze	BRINELL 3000 KG lose 250
ALUMINUM SILICON BRONZE is free turning; has high strength, in corresion resistant and non-magnetic and resistant to corresion cracking under load.	802	Aluminum Silicon Bronze	ROCKWELL-1
600 SERIES® FORGEABLE BEARING ALLOYS runge from high strength to low leaded ductile. All are corrosion resistent, free cutting, can be used with hard or soft mating members and can be soldered. They are employed in a great variety of applications ranging from pump gears and valve stems to pinion shafts and transmission rings.	600	Forgeable Bearing Alley	ROCKWELL-8
	601	Forgeable Bearing Alley	ROCKWELL-E
	602	Leaded Forgoable Searing Alley	ROCKWELL-E
	604	High Leaded Forgeable Bearing Alloy	ROCKWELL-I
	605	Low Loaded Forgeable Searing Alley	ROCKWELL-E
MANGANESE BRONZE ALLOYS are exceptionally	241A	Manganese Bronze A	ROCKWELL-8
strong, tough, resistant to shock and corresion. Good for screw machine products and forgings for aircraft parts.	721	Manganese Brenze High Tensile Grade B	BRINELL 1000 KG lea 200
TELLURIUM COPPER has very high electrical and thermal conductivity combined with good corresion resistance and machinability. Excellent for electronic components.	799	Tellurium Copper	ROCKWELL-1

NOTE: The values shown are average values normally obtained in production. Variations must be expected in practice. The values should be used as a general guide rather than the basis for specifications.

#### ONE DEPENDABLE SOURCE FOR



COLD-PREST® IMPACT EXTRUSIONS



SINTEEL® POWDERED METAL PARTS



FORMED COPPER TUBE



## THE MUELLER BRASS CO. lower costs and improve your products

Mueller Brass Co. engineers and metallurgists are always ready to assist in the selection of the proper alloy for your particular product.

Regardless of your responsibility...design, specification, production or purchasing...Mueller Brass Co. special alloys can help you lower costs and improve your products. Call the "Man From Mueller Brass Co." today and put these remarkable alloys to work on your toughest jobs.

Yield Strength at 0.5% Extension Lbs./Sq. in.	Tensile Strength Lbs./Sq. In.	Relative Machinability Free Cutting Brass=100%	
50,000	82,000	30	
65,000	100,000	30	
62,000	95,000	35	HIGH STRENGTH FORGINGS
70,000	90,000	30	
65,000	105,000	20	TO PER
35,000	85,000	60	
60,000	90,000	25	
55,000	78,000	35	and the second
65,000	85,000	65	
55,000	75,000	80	
45,000	70,000	55	ROD SHAPES FOR SCREW MACHINE PRODUCTS
55,000	78,000	25	SPICIAL ALLOYS
68,000	115,000	35	For further information on these alleys write today for Special Alloys Kit No. 13. Engineering information on other
40,000	43,000	90	fabricated products is also available please specify the manual you desire.

#### ALL THESE QUALITY PRODUCTS



SAND CASTINGS



CUSTOM EXTRUDED PLASTIC SHAPES
AND INJECTION MOLDINGS

PORT HURON 30, MICHIGAN



.

For N

For More Information Write No. 217 on Place Mark Card-Page 32

NEW

... from Winsmith

## SERIES "HM"

Horizontal Motorized Differential Speed Reducers



## **RATIOS-1.1:1 to 50,000:1**

- 7 Models
- .12 to 81.51 H. P.
- Max. output torque—
   50 to 113,000 in. lbs.
- Exclusive unified helical gear planetary element
- Overall dimensions of individual models never vary regardless of ratio

In the new Series "HM", Winsmith offers the widest ratio range available in a Differential Speed Reducer. The "HM" Series is built around the unique Winsmith Unified Planetary Element which automatically equalizes load distribution through the planetary gears. This insures constant smoothness of operation, quiet running and a longer, trouble-free service life.

Winsmith Differential Reducers are in daily use in almost every type of service. They are easy to install, require no bedplate, deliver more horsepower per pound of weight or cubic foot of space and permit easier integration with the driven machine.



For More Information Write No. 218 on Place Mark Card-Page 32

#### Purchasing Plans for Profit

(Continued from page 106)

chasing agent makes no profits himself; he can only help his company boost its profits. One of the major ways he can do this is by helping other departments do a better job.

1

In his purchase plan, the P. A. should include a definite program for purchasing to improve its relationships with others. The program might include discussions with engineering on how buyers can provide better service to engineers on new development work. It might include a joint program with the production department to get rid of misleading brand-name specifications for operating supplies. Or it might include discussion of reciprocity with the sales department or a report by purchasing aimed at keeping sales and top management apprised of changes in market conditions.

The purchasing plan may be part of an annual report to management. It can then be brought up to date periodically to take account of revisions in the sales forecast, changes in economic conditions, etc. Since management's reading time is limited, P. A.'s should summarize their purchase plans so that management can get the highlights quickly.

In the summary, P. A.'s should describe briefly their economic and sales assumptions, their plans to cope with business conditions and possible disruptions in supply, their cost reduction program, and other plans to further the achievement of purchasing department objectives. This summary should, of course, be backed with a detailed report that thoroughly supports every recommendation made in the plan.

Most managers will hesitate if there is evidence that a proposal has not been given careful thought. Few will do so if recommendations are presented as part of a well-organized plan. The P. A. who plans is eventually recognized as a manager capable of developing a program that contributes to company profits and its other main objectives.

- END

#### P.A.'s Part in Public Relations

(Continued from page 59)

er your company is going to look modern or traditional.

The cartons you buy to ship your products in, the wrapping paper you put around them, all can be used to tell, either directly or indirectly, what kind of company yours is. If it's a large company, with an aggressive marketing program on all fronts, most of these matters will of course already be taken care of.

But are your buyers in touch with your company's advertising and promotion? Do they know when you introduce a new product? Some of them do. The buyers involved in the planning, development, and procurement of tools, components, and the raw materials for the product know all about it. But do you have a program for letting all of your staff know what's going on?

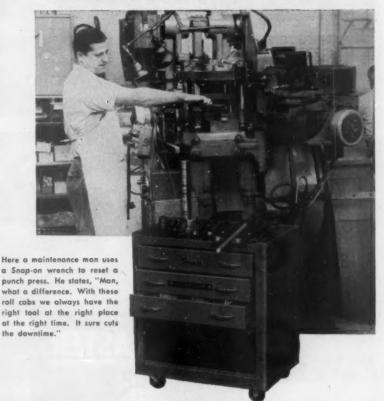
Person to person contact is the most effective way that we learn things. The story your buyer tells about your company across the desk is a convincing story. Other public relations techniques to tell your company's story are second rate compared with your opportunity to tell that story in person.

Now I want to turn to some thoughts on you. A great number of people and groups are being criticized from time to time in this country. Among them are public relations men and purchasing men. I don't know whether it is taboo among purchasing men to talk about ethics and payola or not. But I will tell you that we public relations men are worrying a good deal about abuses in these areas in our own ranks. I know that some thoughtful purchasing men are worrying about these things.

There is some tendency to exaggerate both the seriousness of the problem itself and the seriousness of the stench that is being made about it. I sense a feeling of deep and proper agitation within your ranks about the moral and ethical standards of your profession from looking at your business magazines. But I just don't believe that top management or

(Please turn to page 114)

Weston slices downtime with Sicap-one mobile tool sets



"You can cut waste time way down with these tool sets and roll cabs," Snap-on Tools sales engineer, Perry Rose, told plant officials at Weston Electrical Instrument Corporation, a subsidiary of Daystrom, Inc., Newark, N.J.

Previously, the company's maintenance men reset and maintained punch presses with a limited number of tools located at a fixed spot in the plant. Today six custom Snap-on tool sets on wheels, one for each maintenance team, are conveniently located around the department.

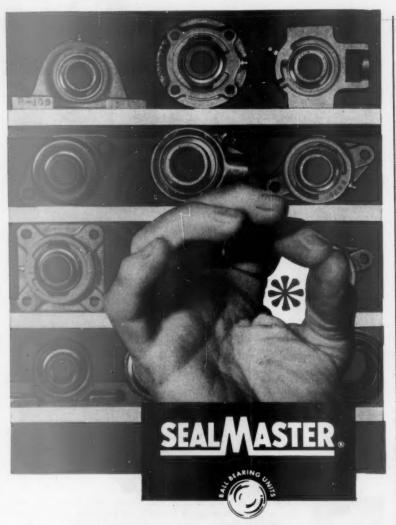
Rose worked closely with Weston maintenance people to provide exactly the right tools for the work. The result: a big reduction in downtime — big increase in profitable production time.

Here is another typical case where a trained *Snap-on* sales engineer spotted a situation and recommended a time- and money-saving idea. The *Snap-on* man makes it a regular part of his job to analyze production or maintenance problems — then recommend the proper hand tools. He also develops original equipment tool kits, as well as sets for field service work. *Snap-on* branch offices are located in over 54 key industrial centers throughout the U.S. and Canada.

FOR ALL INDUSTRY

## Snap-on tools

8019-H 28th AVENUE • KENOSHA, WISCONSIN
For More Information Write No. 219 on Place Mark Card—Page 32



## You'll find the Quality line at the SEALMASTER sign!

Backed by a quality reputation attained by SEALMASTER Bearings over the years and a complete line of quality bearing units in a wide range of sizes and styles of mountings, your Sealmaster Distributor is best equipped to give you top service on all your bearing requirements. The SEALMASTER line of cast iron units, malleable iron units, rubber lined units and cartridge units, incorporate engineering features exclusive with SEALMASTER.

Service is what you want and service is what your SEALMASTER Distributor is prepared to give—a good man to know and depend on.

#### SEALMASTER BEARINGS

A DIVISION OF STEPHENS-ADAMSON MFG. CO.
51 RIDGEWAY AVENUE . AURORA, ILLINOIS

PLANTS IN: LOS ANGELES, CALIF. . CLARKSDALE, MISS. . BELLEVILLE, ONTARIO

Write for

Catalog 454

For More Information Write No. 220 on Place Mark Card-Page 32

#### P.A's Part in Public Relations

(Continued from page 113)

the average citizen is very disturbed about this situation.

If there are abuses within your ranks they should be eliminated. They are a potential peril to your company's total public relations effort. Scandal can be no less dangerous to a corporation than to a politician. But do not feel that this problem is or is about to be taken out of your hands by outsiders.

Surely the most common abuse of otherwise high ethical standards in the business world grows out of the giving and receiving of gifts. This is neither especially difficult to know about nor to control. I know of no business gift giver who cannot be promptly discouraged by a clear-cut statement of policy, followed up by the polite but determined return of a few gifts. So these things remain where they belong, squarely in your hands.

#### No Need For Panic

If there is a gross tendency in the business community, or in your company to abuse the giving or receiving of gifts to the point of questionable ethics, you are the men who know it. And you are the men who can do something about it.

If the present investigations in Washington and the aftermath of public indignation are to serve a useful purpose, a re-examination of your situation may be in order. But there is no need for panic that I can see.

You can be a superb procurement technician all your life, and never quite make the inner circle. The man who makes the big step is the man who understands the total effort of the company. He knows the objectives, and he does his best to pursue all of them, including the public relations objectives of the company. He is the man who sells his company at every meeting. He leaves the high bidder who did not get the big contract feeling that it is still a good company. In short, the vice president material is the man who has a streak of the salesman in his make-up.



## Picture of a P. A. giving himself a chance to "buy right"!

■ In other words, here's a Purchasing Agent scheduling deliveries via Interstate System's direct, single-line, scheduled LTL service. With assured schedules, he can specify overnight deliveries from hundreds of small towns as well as large cities. He keeps inventories low, eliminates high interest rates on financed inventories and frees up valuable — and

frequently scarce — warehouse space. And, with only one carrier to deal with, he side-steps the many delays and damage claims that often arise from multiple handling. If you are not now profiting from this kind of shipping power — you should be. Call the Interstate System transportation specialist. He's in the Yellow Pages.

## INTERSTATE SYSTEM

MORE THAN A TRUCK LINE . . . A TRANSPORTATION SYSTEM

For More Information Write No. 221 on Place Mark Card-Page 32

August 1, 1960



For More Information about ad on following page Write No. 222 on Place Mark Card-pg. 32-

stainless from creative Crucible

## Where a fine finish is a work

The lustrous elegance of Crucible stainless reflects the steelmakers' art. Inherent in each strip, sheet, bar and wire are qualities of unusual uniformity - made possible only through the steelmakers' exacting care. To combine this artistry with the excellence of your product, call or write any of the 34 local Crucible service centers.

**CRUCIBLE** 

Stainless Steel

GOWN BY FON TAYNE; STAINLESS SHEET, STRIP, ROD AND WIRE BY CRUCIBLE STEEL COMPANY OF AMERICA, PITTSBURGH 30, PA



## **Employment Service**

Experience: Seven years diversified work in supervision and as corporation purchasing agent in trucking, construction, and mining. Three years as industrial analyst in steel on costs and labor. Three years rail rate and demurrage. Three years top NCO in army supply.

Education: B.S. bus. adm. Univ. of Pittsburgh—graduate work in traffic management.

Will relocate. But pre'er Middle Atlantic & Mid-West. Write: Box 220

Experience: Four years in purchasing materials for manufacturing of ceramic capacitors, office supplies and replenishment parts for maintenance of production machines. Experience in material and production control-scheduling and office procedures.

Education: New York City Evening College—bus. adm. courses—1 year. Work simplification & office procedure, Army.

Will relocate. Write: Box 213

Experience: In charge of procuring all materials required for production purposes. Installed a very success'ul cardex inventory control system. Also currently assisting in production control, time & motion study and handling of government bid invitations.

Education: Duke University, B.A., 1953
—majored in economics and minored in political science.

Will relocate. Write: Box 217

Experience: Nine years purchasing experience in industrial and commercial—industrial: multiplant operation—captive and job shop in steel, aluminum, tooling, dies & fixtures. Complete procurement procedure—commercial: 25 garages, all parts and material for major repairs. Guaranteed maintainance program.

Education: 3 yrs. college B.A.—squad graduate—2 yr. course.

Will relocate. Write: Box 221

#### PURCHASING AGENT

The City of Hamilton, Ohio, population 73,000, is recruiting for a purchasing agent. Position requires a college graduate with four years' experience or combination thereof. Thorough knowledge of the principles and practices of professional purchasing. Salary \$6,000-\$7262. Excellent fringe benefits and working conditions. Age 28-50.

Apply no later than August 15, 1960, to Harold A. Hart, Director of Civil Service, Municipal Building, Hamilton, Ohio.

Experience: Eight years buyer with major midwest electronics manu actur-

er. Variety of assignments including purchasing of both productive and non-productive items.

Education: B.S. bus. adm. and many evening school courses.

Will relocate. Midwest preferred. Write: Box 224 Experience: Over 3 years assistant to the purchasing agent for scale manufacturer. Responsible for buying electronic components, hardware, machine tools, wire and non ferrous metals. In charge of expediting, cost approval and statistical analysis for the department. Education: BS degree. One year of purchasing courses. Member NAPA. Will relocate.

17

0

Write: Box 218

Experience: Purchasing agent for 6 years at large aluminum extrusion and forging plant located in midwest. Supervised purchasing and central stores. Handled the purchase of aluminum, steel, lubricants, refractories and special equipment.

Education: B.S. degree—1948 Western Michigan University.

Will relocate.
Write: Box 190

Experience: Eight years in all phases of purchasing and inventory control for medium size screw machine shop. Office manager, controller, budgets, production control, cost systems and financial reports. Age: 40. Married. Education: B.B.A. degree—major accounting—minor economics. Mich. area.

Write: Box 222

#### HOW TO APPLY

Listings in this department are offered without charge. Both purchasing department personnel interested in changing jobs and employers in search of replacement or additions to their departments may take advantage of this service. When writing, specify whether you want the applicant's form or the employer's form. Address all correspondence-whether for forms, or in answer to an employement advertisement, to: Box No. Employment Service Department. Purchasing Magazine, 205 East 42nd Street, New York 17, New York. Experience: Qualified by 15 years supervisory experience in inventory control management, sales, merchandising and purchasing. Heavy production control background; trained and directed staff of 25 on inventory control of a \$2,500,000 division. Considerable administrative work includes development of systems and procedures, initiating of new forms and records and coordinating between production and sales. Education: Degree in bus. adm.

Write: Box 223

Experience: Three and one-half years intensive experience as buyer in multiplant operation; purchasing electronics, electrical and instrumentation equipment. Four years shop experience as electrical machinery repairman, two years as electronics technician.

Education: B.S. management—including courses in purchasing, mathematics, physics, chemistry, engineering draw-

Will relocate. Prefer Midwest or Pacific Coast area.

Write: Box 226





## ATIONAL stopped brush breakage!

DOWN-TIME COULD HAVE COST THIS POWER COMPANY A FORTUNE!



"RED" BLACKBURN

**PROBLEM:** Threading and grooving of the steel field rings on giant turbine generators.

RECOMMENDATION: "National" brush grade 634.

**RESULTS:** This brush eliminated threading, grooving and resisted breakage and chipping when applied to eccentric rings.



Contact your "National" Brush Man

"National", "N" and Shield Device, and "Union Carbide" are registered trade-marks for products of

### NATIONAL CARBON COMPANY

Division of Union Carbide Corporation • 270 Park Avenue, New York 17, New York IN CANADA: Union Carbide Canada Limited, Toronto

UNION CARBIDE

## **Advertisers In This Issue**

A Dellares Division Bellares	Lyon Metal Products, Inc 79
Air Express Division—Railway Express Agency, Inc	M
Allied Research Products, Inc	Marathon Division of American Can Company 100 Mueller Brass Co. 110, 111
91, 92, 93, 94, 95, 96 Anchor Post Products, Inc. 30	
В	Nagel-Chase Manufacturing
Babcock & Wilcox Co., Tubular Prod. Div. 2 Becco Chemical Division of F.M. & C. Co. 26 Black & Decker Mig. Co. 76, 77 Bridgeport Brass Co. 4th Cover	Nagel-Chase Manufacturing
c	Motors         8           Nicholson File Co.         37           Northern Plastics Corp.         78           Norton Company         41
Chicago Lock Company	Norton Company
Custom Molding Div	0
Continental Diamond Fibre, Div of the Budd Co., Inc3rd Cover Cordley & Hayes27	Okonite Company, The
Council for Financial Aid to Education, The	Aluminum Div 20
Stainless Steel Div	Р
D	Packaging Corporation of America 14 Pan American World Airways 24 Peerless Steel Equipment Co 87 Port Huron Sulphite & Paper Co 88
Denver-Chicago Trucking Co 29	Powell Valves 22
Elastic Stop Nut Corp. of America 75	Q
Emery Air Freight Corp. 4 Eversharp Pen Co., Div. of The Parker Pen Co. 85	Quinn-Berry Corporation 12
	THE PARTY OF THE P
G	R
Gast Mfg. Corp. 103 Goodrich, B. F.—Footwear & Flooring 3 Goodyear Tire & Rubber Co., Inc. 6 Graphic Controls Corp. 23	Railway Express Agency, Inc., Air   Express Div
	Ayerson & Son, Inc., Joseph I
н	
Hassall, Inc., John	S
	Saginaw Steering Gear Div., General Motors Co
Illinois Tool Works—Shakeproof	Mfg. Co
Division	SKF Industries, Inc.         1           Snap-on-Tools Corp.         113           Solvay Process Division, Allied         102           Chemical Corporation         102           Southern Die Casting & Engineering 107         Stackpole Carbon Co., Electronic           Components Division         71           Stanscrew Fasteners         32
J	W Male Links
Jeffrey Manufacturing Company (Ind. Div.)	Taylor Co., The Halsey W 70
Div.) 101 Johnson Bronze Co. 83 Jones & Laughlin Steel Corp., Cold Finished Bar Products 34, 35	Tennessee Coal & Iron Div. 91, 92, 93, 94, 95, 96

Texaco, Inc	•
Div. 45	
Trent Tube Company	
U	
Union Steel Corporation 39	9
United States Steel Export Co.	
91, 92, 93, 94, 95, 96	60
Universal Cyclops Steel Corporation 123	۵
w	
Wales-Strippit, Inc 8	2
Ward Leonard Electric Co	1
Winsmith, Inc 11	2

### Purchasing

205 East 42nd Street, New York 17, N.Y. Murray Hill 9-3250

Ray Richards Vice President & Publisher
Alex G. Graam Assistant Publisher
Joseph T. McCourtSales Manager
Hugh Robinson Eastern Regional Mgr.
Jack Morris District Mgr., New York
Thomas F. Hannon Mid-west Regional Mgr.
Ed Crilly District Mgr., Chicago
C. D. Francisce
C. R. Kingsley Western Regional Mgr.

Ellsworth Brown
Central Regional Mgr., Pittsburgh
Robert Hawley
District Mgr., Cleveland
Jack T. Steelman
District Mgr., Detroit
Wayne Slockbower
Promotion Manager
Roy Hubbard
Mgr. Circulation Service
Irene Kreidler
Lucy D'Elia
Advertising Production

#### BRANCH OFFICES

737 North Michigan Avenue ... Chicago 11, III.
3101 Euclid Avenue ... Cleveland 15, Ohio
864 So. Robertson Blvd. Los Angeles 35, Calif.
868 National Press Building Washington 4, D.C.
13712 Puritan Avenue ... Detroit 27, Mich.
601 Grant Street ... ... Pittsburgh, Pa.

## Published by CONOVER-MAST PUBLICATIONS, INC.

B. P. Mast. Sr Chairman of	the Board
B. P. Mast, Jr	President
Ray RichardsVic	e President
A. M. Morse, JrVic	
A. H. DixVice Presiden	
Harvey Conover, Jr Vice President	
Leo Haggerty	
John T. Dix Director of Mid-West	
L. E. McMahen Production Daniel G. Smith Circulation	



Conover-Mast Publications
Purchasing
Mill & Factory ° Space/Aeronautics
Construction Equipment
Electrical Manufacturing
Volume Feeding Management
Business/Commercial Aviation
The Boating Industry
Conover-Mast Purchasing Directory



#### precious metal contacts give HR relay new job

This new bifurcated-spring, twin-palladium-alloy contact assembly now lets you use the same Ward Leonard High-Reliability "HR" relay for ultra-reliable low-power switching as well as power handling.

The entire unit-pole contact assembly is especially designed for reliable operation in low power (low voltage, low current) circuitry. Contacts are totally enclosed by individual molded hoods for protection against dirt, oil or other foreign particles. Twin palladium-alloy contacts on bifurcated springs are further insurance against interrupted low-power service due to oxidation, dust, film, oil or other foreign deposits on contacts.

Each low-power unit pole is readily interchangeable with standard HR unit poles. You can replace as many as eight standard poles with the new low-power contacts on an HR relay, or

Ward Leonard will furnish combinations of low-power and standard poles to your order.

Available with either normally-open or normally-closed contacts. Ratings: 3 amps, 120 volts, ac or dc.

Write for complete data. The Ward Leonard Electric Co., 50 South Street, Mount Vernon, N.Y. (In Canada: Ward Leonard of Canada, Ltd., Toronto.) ...





ELECTRIC COMPANY . MOUNT VERNON, N. Y.



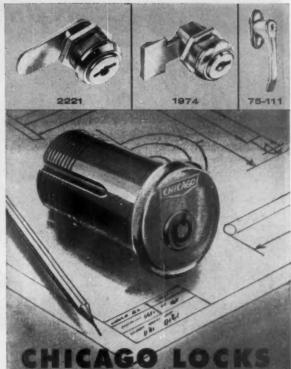






SEE US IN BOOTH 813 AT THE WESCON SHOW.

For More Information Write No. 224 on Place Mark Card-Page 32 August 1, 1960

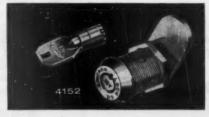


#### **Maximum Security at a Price** You Can Afford

Every model in Chicago Lock's extensive line offers sure protection at reasonable cost. Every model is a marvel of precision engineering, compact design and rugged reliability.

They're handsomely styled, too and they operate smoothly under virtually all conditions. No wonder more and more design engineers specify Chicago Locks for an amazing variety of applications.

If your next project calls for a lock, investigate the Chicago line. You'll find a model that's perfect for your purpose and priced to keep costs down.



Chicago Lock's famous ACE line features the exclusive ROUND keyway for maximum security.

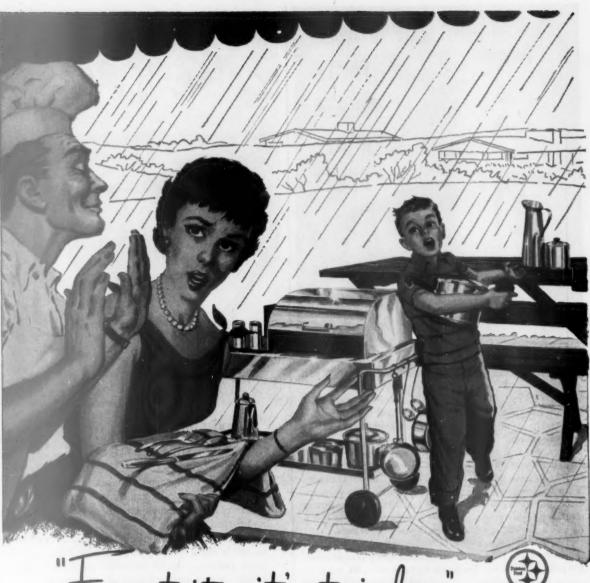
Write today for your catalog showing, in detail, the entire Chicago Lock line.

### CHICAGO LOCK CO.

2052 North Racine Avenue - Chicago 14, Illinois

For More Information Write No. 225 on Place Mark Card-Page 32

121



Forget it...it's stainless"

UNILOY STAINLESS STEELS Self-protecting stainless now serves in more homes and in more ways than ever before. It's the one metal families trust to last. It's the one metal that supplies the stamp of solid quality and extra value to best-selling brands everywhere.

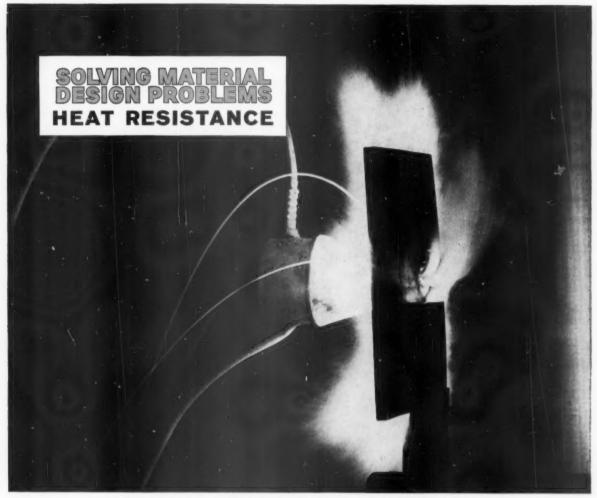
Build the selling gleam of Uniloy Stainless Steel into your products. It's the uniformly high quality stainless produced to match your particular requirements. For improved formability and more lustrous finish . . . always specify Uniloy.

## UNIVERSAL CYCLOPS STEEL CORPORATION

EXECUTIVE OFFICES: BRIDGEVILLE, PA.

STAINLESS STEELS . TOOL STEELS . HIGH TEMPERATURE METALS

For More Information Write No. 226 on Place Mark Card-Page 32



A 5000° flame takes ten minutes to penetrate a one-quarter inch piece of CDF's new Dilecto RD-105 laminate. The same thickness of cold-rolled steel is pierced in less than forty seconds.

Molded from graphite fabric impregnated with a heat (ablation)-resistant phenolic resin, new CDF grades RD-105 and RD-115 are being evaluated in solid propellant rocket motors.

Dilecto laminates are only one family of products from industry's largest selection of non-metallic structural materials and electrical insulations. Vulcanized fibre, silicone rubber and mica, and thermosetting moldings are also supplied by CDF.

CDF can provide both quality and true economy in selecting plastic materials best suited to your needs. Refer to SWEETS PD file or write to us for General Folder 60.



## CONTINENTAL-DIAMOND FIBRE

A SUBSIDIARY OF THE Book COMPANY . NEWARK 41, DEL.

In Canada, 46 Hollinger Road, Toronto 16, Ont.



Melature-resistant and low cost Dilecto cams for automatic washer and dryer controls.



Dimensionally stable, light weight, oil-resistant Dilecto ball bearing retainer rings.

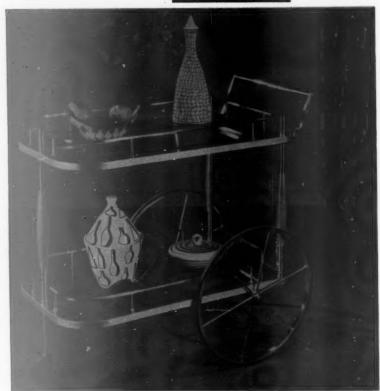


Easily fabricated paper-base, punching grade Dilecto precision switch insulators.



Furniture
Manufacturers
Call it

## "BRIDGEPORT FREE-ER MACHINING BRASS ROD"





Manufacturers of a wide variety of products find Bridgeport Free Machining Brass Rod eminently suited to their items—from both a production and beauty point of view. Furniture manufacturers are but one successful example.

The production steps involved in manufacturing such furniture are frequently numerous and complex. For example, a solid brass tea cart such as shown here may represent some ten or more separate production steps. These include cutting, bending, drilling, tapping, twisting, polishing and lacquering, most of which are done on high-speed automatic equipment. The objective here, as with any screw machine operation, is high uninter-

rupted speeds. An increasing number of manufacturers are achieving these uninterrupted speeds with Bridgeport rod and tubing of various shapes and sizes. They find, on a comparative basis, that the high quality of Bridgeport Free Machining Brass is constant and can be depended on from end to end.

Bridgeport Free Machining Brass is but one of the many "easy-does-it" metals that are standard stock and immediately available from nearby Bridgeport Warehouses. An inquiry to your local Bridgeport Sales Office may lead to improving your product, increasing your production rate and raising your profits. Call today!



#### BRIDGEPORT BRASS COMPANY

Bridgeport 2, Connecticut · Sales Offices in Principal Cities

Specialists in Metals from Aluminum to Zirconium

